"Danny is the social media master, my number of followers are going through the roof and I got a huge spike in downloads -- over 4,000 in one day! Highly recommended."
-JASPER RIBBERS

DR. GROWTH

HACK ONLINE MARKETING, UNLEASH YOUR GROWTH, BECOME AN UNSTOPPABLE FORCE

DANNY FLOOD

"'Brilliant' would be an understatement in describing the work Danny has done for me.

We live in a time when just about anyone with a little knowledge on a certain subject is willing to advertise themselves as an "expert", but Mr. Flood is the real item.

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Dr. Mark A. Borun

To say thanks for reading this book,
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Go here to learn more. Before you check out, enter the promo code **appsumohack.**

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First Edition

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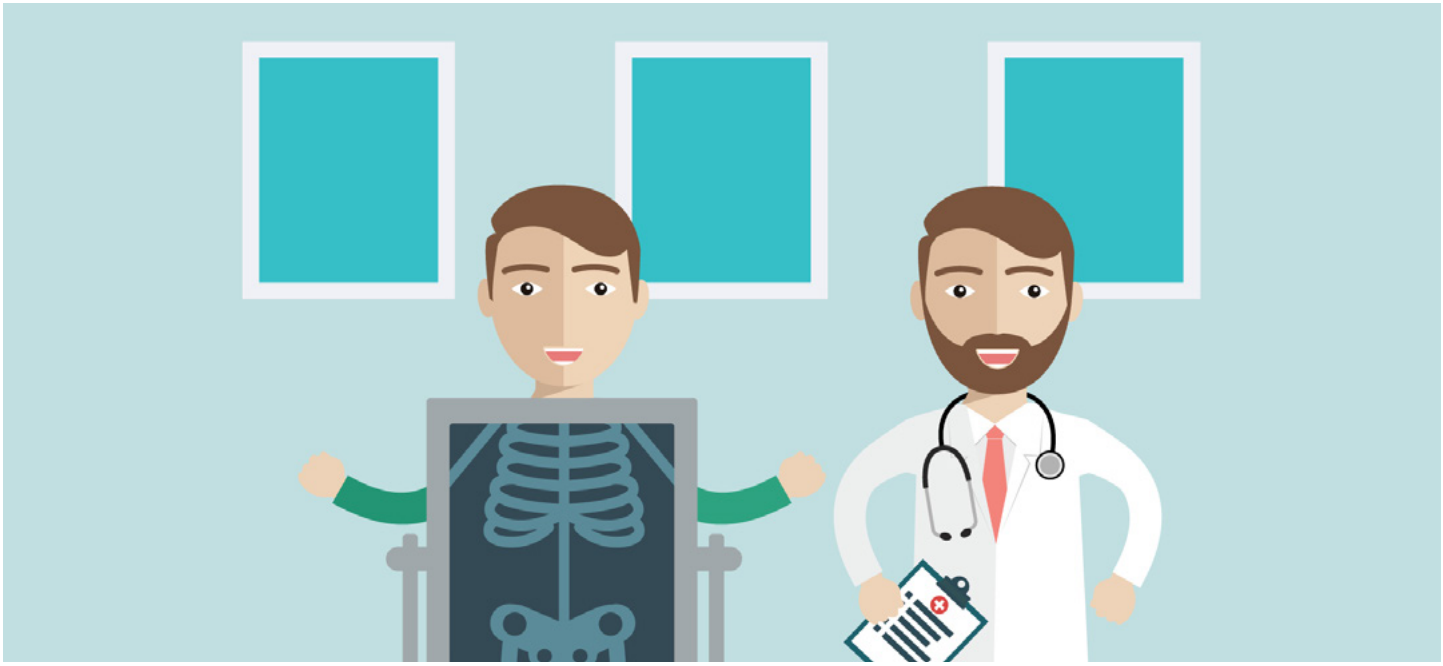

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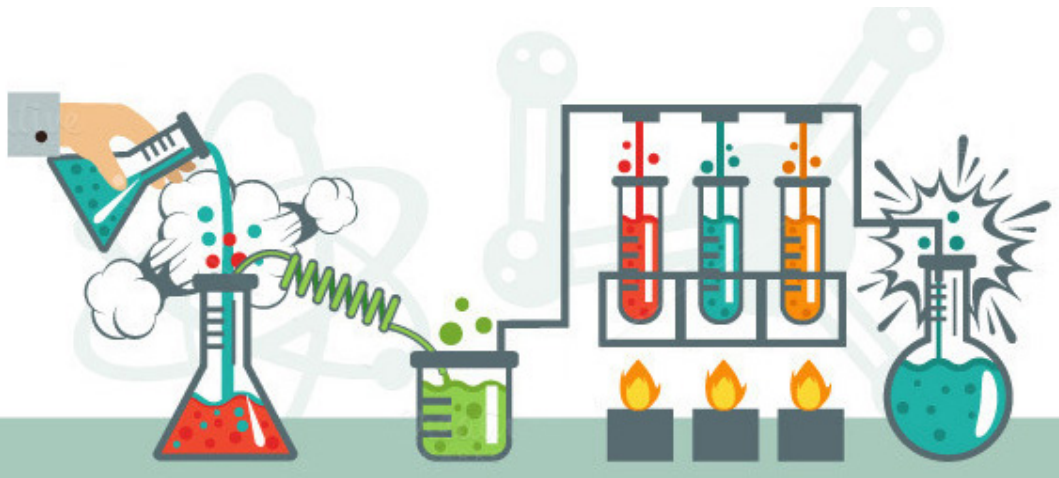

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FOREWORD & MARKETING VITALS

Author's Note

I'd like to let you in on a secret. Could you lean in a bit closer?

The text you have in front of you now is the book that I never intended to write.

With no less than five books published in 2015, I capped off my final book, "Hack Sleep," and I was done. I had written everything I wanted to write. It was all out of me.

Writing is torture. And the more ambitious the book, the greater the pain. Great ideas are common but trying to organize them all into something, showing up each day, looking at what you've written and trying to see how it all fits, losing yourself (and your mind) in the process, that's the hard part.

If you've ever attempted to solve a Rubik's cube, then you'll understand well.

And so it was with a great sense of reprieve that I waddled off into the sunset of semi-

retirement, in pursuit of less demanding — and more lucrative — projects. And most importantly, new challenges that could pique my interest.

During the interim, I launched and grew two fully-fledged productized service businesses, launched a podcast and an online magazine, launched a crowdfunding campaign, created a Udemy course, published several information products, created an established affiliate brand, and appeared on more than fifty podcasts and publications - all while being nomadic, traveling and living abroad full-time.

My business ventures are now completely virtual and online, my income streams diversified to more than a dozen.

It's been a fun and thrilling ride. I've spent each and every day outside of my comfort zone. And it's been a learning experience unlike any other.

Regardless of what I was working on — the one constant throughout it all was the need for **marketing.** Not any kind of marketing, but the kind that really **kicks-ass.** The kind that creates a frenzy around whatever it is I was trying to promote. The kind that delivers real, tangible, visible results. And it was the one thing other entrepreneurs, bloggers, and business owners kept asking me about.

The unfortunate truth is that most businesses suffer from a cancer. It eats away at the core of the business and even afflicts the health and sanity of the entrepreneur himself. As a result of this cancer, an entrepreneur becomes gaunt, sunken, hollow, and fraught with anxiety.

This cancer is nothing less than a lack of traffic, customers, users, and subscribers. A lack of customers is the #1 reason why businesses fail. Lack of deal flow and revenue from poor lead and value generation is the cause. And of the businesses still operating, nearly all of them want more. More than what they are currently getting.

These strategies I've learnt — and that I'm about to share — can help them. I did not want to write this book. But I knew that I had to.

MY JOURNEY

As I set out to try all new types of unconventional marketing for my own products, I felt like Columbus setting out to explore an undiscovered land. There were no charts to guide me — only tales of El Dorado that lingered on the lips of sailors, a faint promise, a hope hiding beyond the next horizon… but could it perhaps be true?

I had no lighthouses to guide my efforts. Only a few faint lights lay hidden in the murky distance. Many of my campaigns met with failure, shipwrecked on the reefs and shoals of marketing oblivion. When I did succeed, it was often a long, roundabout course. But gradually I mapped out every course, every current.

I returned from this New World with knowledge that my peers had never previously thought possible. El Dorado does indeed exist — caches of hidden treasure lay hidden all around — but these destinations exist in remote locations and our coordinates must be precise.

And I thought, why should hide all of this to myself?

The things I have discovered as a result of this hands-on experience growth hacking my own projects was **too good** not to share.

Despite my solemn vow back in 2014 to never again work with clients, I created a growth hacking service, which doubled in size for the last three years. I now work with approximately 40 clients in two dozen countries.

For more than ten years I have been working in marketing. Every single client, campaign, and market provides a unique challenge. But from each campaign we've drawn out a seed of wisdom that applies to analogous undertakings.

From tireless tests and experiments I've been able to create a process that is proven to be consistent, repeatable, and most importantly — it works.

Growth marketing is flourishing under present conditions. A quick Google search on "growth hacking" returns more than 56 million results. It has multiplied in volume, prestige, and respect — and rightfully so.

Automation is becoming smarter and more efficient with each passing day, allowing us to accomplish 50x what we could before. Developers release new tools each week, exponentially multiplying the limits of what is possible.

"Technological deflation" drives down costs allowing powerful marketing techniques to become available to anyone. The risks have become minimal, and failures trivial.

Growth hacking is developing quickly, and it is only now beginning to take off. New results are being reported all the time. Everyone is joining in this new "gold rush" and rushing to acquire the hat of a growth hacker.

A few of these men — and women — are developing to become true masters. Each of these impresarios has their own style, strengths, and flavor of marketing. Each is (either quietly or publicly) building their empire.

WHAT YOU'LL FIND IN THIS BOOK

Again, I never wanted to write this book.

Yet here I sit, at 9:00pm on a drizzly Saturday evening in Bangkok, agonizing over these words when I'd rather relax and enjoy a cold drink with a friend.

My original intent was to write an updated and expanded version to the business section (Part III) of my book "Buy Your Own Island" on how to create a lifestyle business, with new chapters and strategies.

As I continued to work on this project, I debated whether or not to include these chapters from my original work. In the end, I decided to include these, as a bonus supplement, so that you get even more value from this book. I've also invited several friends to contribute chapters sharing their own unique strategies for growth marketing.

I am much busier today than when I wrote my first book way back in 2014. Time and again I've wanted to give up on the process of writing this book, which has brought me

close to the point of tears. But I've persisted.

With that said, I do indeed feel fortunate to share with you everything I've learned these past few years as a result of my adventures in marketing.

It is with great esteem — and an equal measure of humility — that I present to you this new work, in the sincere hope that you will find the wisdom shared in these pages useful and helpful in your own life and business journey.

My goal in writing this book is to help you understand—with the clarity of sparkling spring water—the exact process we are using to win this game.

In this book, you will not find abstract theories and opinions, but well-proved principles and facts. Every tactic has been tested. This is a precise guide of established technics.

We can, in confidence, hand this book to any person in the expectation that they will be able to use these methods to effectively grow their business. Here you will entire systems broken down, step-by-step procedures, tutorials, and screenshots.

I have been able to achieve for myself a near-unlimited amount of personal freedom and autonomy, 100% online, all without ever having to answer to a boss. I have never "gotten rich quick" with any overnight successes to make this possible.

Rather, it has been a deliberate, persistent, and patient process. I've distilled the process into several core tenets, which I will present to you in the next chapter. I truly believe that these can be duplicated to apply to anyone.

But this is a book about more than just tactics and shiny new tools. On a fundamental level, I have a core strategy that I apply to every single campaign. It is based upon four important concepts, which I'll share with you in the next chapter.

CONCLUSION

Well then, it is time for me to sign off. I'm closing up the laptop for today.

I hope that as you read this book, you come to think of me as your true friend and ally. I want you to experience the same level of freedom that I have been fortunate enough to create for myself. I want you to do it less time than it took me. And ultimately I want you to surpass me and take this craft of "growth marketing" further.

If you are reading this book, know that you and I are kindred spirits in the pursuit of wisdom and growth. We are earnest and loyal comrades in arms, and I am dedicated to lifting you up and helping you be successful in any way I can.

Please let me know if I can improve my efforts at this goal. You can reach out to me easily via Twitter - @dandanflood.

Foreword:
Marketing is War, Minus the Venom.

"Advertising is much like war, minus the venom. We are usually out to capture others' citadels or garner others' trade. We must have training and experience, also right equipment. We must have proper ammunition, and enough."
- Claude Hopkins, "My Life in Advertising"

It was the turn of the 18th century, and the world was about to be torn apart by the hinges. The American Revolution brought down the British Empire and established a new order. An even bigger upheaval, one that would disrupt the entire global order, was about to erupt.

In 1789, bloody revolution breaks out in France. A mob storms the fortress at Bastille. Marie Antoinette is murdered. An enraged Austria declares war on France. Badly underestimating their opponents, they are soundly defeated by a young upstart officer named Napoleon, who quickly rises up the ranks to become emperor.

The Prussians, renowned for their abilities in war, were certain to not make the same mistake. They observed Napoleon's campaigns in Austria, and had to come to respect their adversary. Nevertheless, the Prussian general staff was confident that if Napoleon were to challenge the might of Prussia, this young upstart would finally learn his lesson.

The Prussians had reasons to be confident in their ability to wage war. Prussia had carved out a military machine dating back to the days of Fredrick the Great: a popular saying of the era was that while most nations possessed an army, Prussia was an army in possession of a nation.

The Prussian military staff had refined the art of war to an exact science. The officers that made up the Prussian General Staff were decorated and veteran soldiers of many battles. They studied military history, had completely memorized the playbook, and knew every maneuver and rule of war. Their soldiers were well-trained and marched in formation with perfect precision; it was beautiful to behold.

Finally, in 1806, the opportunity had come. Napoleon had declared war on Prussia. At Jena and Auerstedt, sites of the first battle, the Prussians outnumbered the French two to one. And then something strange happened. Napoleon's armies were acting in ways that the Prussians had never seen before. They moved quicker, and in smaller numbers. They could never quite pin down their exact movements or objectives. The confused Prussians were slow to grasp the situation or react.

All of their best laid plans had to be folded up and put back on the shelf, because Napoleon was breaking all of the rules. They were divided amongst themselves and quarreled amongst themselves about how best to respond.

Within two weeks, Napoleon entered Berlin. He completely crushed the Prussians, who surrendered unconditionally, scarcely able to comprehend what had happened.

SENTINEL OF CERTAINTY OR CHAMPION OF CHAOS?

"Chaos isn't a pit. Chaos is a ladder...
Only the ladder is real. The climb is all there is."
-Petyr Baelish

Marketing is war. True marketers are the generals on the frontline, faces covered in mud from the trenches. Our reward for victory is survival and a fresh set of hungry opponents.

Marketing is a fluid activity. Every new tactic or platform has an expiration date and the clock is ticking each day. And the old guard is changing.

Planning is important, but brilliant, overly complex plans are useless. Perfection is the enemy of success. Simple plans, which allow room for velocity of implementation,

testing, feedback and response, are best.

The biggest wins come not from what worked in the past, but from the new, novel, and disruptive.

Like Napoleon, the entrepreneurs who are enjoying massive amounts of success are the warriors, always in the trenches, always hungry. Those who have discovered and exploited powerful "hacks" and developed these into competitive advantages that are difficult to duplicate.

Much like Moses parting the Red Sea, their success may seem like nothing short of a miracle.

From SEOs building powerful link networks that let them dominate search rankings to affiliate marketers who discover hidden niche opportunities, they win by finding loopholes that others haven't discovered.

Upheavals - in almost every business niche and industry - occur around us every day.

Approach your life as a business and your business as life. Know how and when to improvise. Be an experimentalist, a scientist, always adapting and implementing the best methods.

Many of your experiments will fail but if you are consistent and diligent in your efforts, you will discover big wins outside of the realm of what others imagine possible.

The most brilliant marketers and entrepreneurs I've been privileged to know are not simply smart business people or clever marketers. They are dedicated to becoming masters of their craft and extremely motivated.

They are diligent in how they manage their time; disciplined about their work; and maintain devotion to studying their craft even after, perhaps especially after, they have hit the top of their game.

They've learned to love the game. You will too -- once you've discovered how to perform

with consistent excellence.

And finally — the last secret to success, as Napoleon demonstrated to the Prussians, is that we need to be willing to play by our own set of rules.

Allow me to demonstrate with another real-life example.

THE MOST FASCINATING DENTIST YOU'VE NEVER HEARD OF

About a hundred years after Napoleon rampaged around Europe, another renegade had begun to wreak his own havoc amongst another established order.

He was perhaps the very first growth hacker.

The American Dental Association called him "a menace to the dignity of the profession" and did everything they could to try to shut him down. But he could not be stopped.

His name was Edgar "Painless" Parker and he was the P.T. Barnum of the dentistry world.

In the early 1900s, there were as many as 5,000 street dentists in New York alone. But the flamboyant and famous "Painless Parker" was the king of them all.

When Parker opened his practice, he waited six weeks without a single patient. He was taught in dental school that it was unethical to advertise or solicit work. He played by the rules but after another 90 days passed with only one patient, he knew had to change them. So he decided to take things on the road — he bought a traveling circus and became its ringmaster.

He would wear a top hat and roll in to a new town, circus-and-dental practice in tow, proclaiming “painless dentistry!”

He would run full page newspaper ads in each city he visited, and huge crowds showed up. People came with their entire families. Non-patients would come to see the elephants, watch the trapeze artists, or ogle the bearded lady.

Out on the streets, a musician or band would play to draw attention — which also provided great cover for the screams of patients, who were plied whiskey and hydrocaine. Parker would deliver his well-practised speech from his horse-drawn wagon and offer to treat anyone.

To convert his prospects, he created an irresistible offer: 50 cents per tooth extraction, and promised every potential patient that if it hurt, he would pay the patient $5 (approximately $120 in today’s dollars).

He was enormously successful, at one point pulling 357 teeth in a single day, which he strung to a necklace.

He once treated a massive 1,800kg (4,000 lbs) hippo called Lucas, performed at a theme park in Long Beach, and snapped photos with celebrities, all while promoting his dental services and adding to his fame.

As Painless Parker pulled teeth, his adversaries gnashed their own. Finally, the establishment hatched a strategy. The California dental board accused him of false advertising on the grounds that no dentistry could be truly called “painless.”

At last — Parker’s opponents had this wily upstart in a corner. Or so they thought. Parker outmaneuvered them, legally changing his first name to Painless and they could not do a single thing.

Parker continued to have massive success, banking on his now legendary name. He would go on to open a chain of twenty-eight dentist offices, employing 70 dentists on his payroll. He brought affordable dentistry to the working class. Oh, and he also grossed a cool $3 million per year (about $72 million adjusted for today’s dollars).

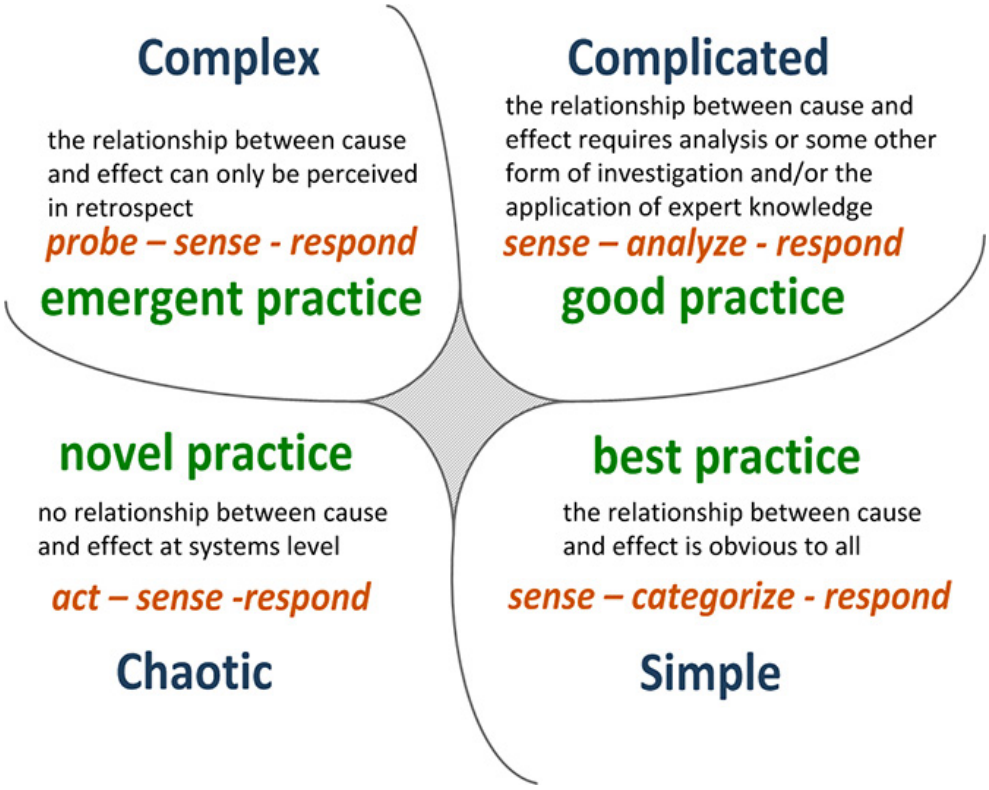
MEMORIZE THE PLAYBOOK, THEN BURN IT

My friend Jane calls many of the techniques I use "rogue tactics" because they defy the conventional advertising playbook. But everyone - from solopreneurs to established organizations - respects them because they work.

Entrepreneurs and marketers of established companies alike seek out my aid when "normal" methods of marketing — the kind you see advocated on ten million business blogs (often by people who have no clue) — fall short.

I sometimes call the type of work I do "experimental" marketing as that's exactly what it is. There's often no playbook, blog post, or guide I can consult before testing a new strategy. To illustrate this more clearly, I want to share a concept called the "Cynefin Framework."

The Cynefin Framework is beautiful in its simplicity. It divides different types of labor into four quadrants: simple, complicated, complex, and chaotic.


Complex
the relationship between cause and effect can only be perceived in retrospect
probe – sense - respond
emergent practice
Complicated
the relationship between cause and effect requires analysis or some other form of investigation and/or the application of expert knowledge
sense – analyze - respond
good practice
novel practice
no relationship between cause and effect at systems level
act – sense -respond
Chaotic
best practice
the relationship between cause and effect is obvious to all
sense – categorize - respond
Simple

Simple work is the kind that 80% of us were involved in 200 years ago: manual, unskilled labor such as agriculture or construction.

Complicated work is skilled labor, that requires a certain amount of training and possibly a degree, such as white-collar office work.

Complex work brings us further up the ladder, including jobs such as those in physics and nuclear engineering. This is the first stage that, to some extent, relies upon a high-level of pioneering thought.

The fourth and final quadrant is chaotic, novel practice. This is the type of work where one is completely on their own because there is no training, guide, manual, professor, or playbook which can prepare a person for the task ahead.

In my mind, this is what growth hacking is all about.

There's a saying that true entrepreneurs "shoot first, aim later." The novel practice of "act, sense, respond" within the chaotic fourth of the Cynefin framework gives us a clue as to why this is the case.

The entrepreneurial landscape of today is one of revolutions; small and large. It is chaos. Chaos is both a ladder for some and a pit for others. Those who discover smarter ways of doing things than their counterparts reap what they sow. The seekers, the innovators, create the biggest impact and reap the greatest rewards.

Because chaotic work is uncomfortable, it provides the greatest potential for growth and advancement. When you engage in the kind of experimental work that others are unwilling to do, you already put yourself at a big advantage.

This type of learning comes from doing, testing, and analyzing results. It is not the type of education that comes from reading a book. Books — such as this one — can start you on the path, but the onus is on you to act and continue beyond where the books stop. You must exceed and surpass them.

The Prussian generals — grizzled old men over the age of 60 — had memorized each line from the military playbook; they knew every precise detail of every formation. But it was the outsider Napoleon who was discovering novel and innovative ways of maneuvering his troops.

To his Prussian adversaries, the French armies' movements seemed chaotic and undisciplined, as they broke with all of the conventional rules.

Because Napoleon and Painless Parker both operated within the fourth quadrant of the Cynefin framework (which their adversaries were unwilling to do), they created huge advantages that competitors could not match.

In school we were led to believe that straight A's — 100% scores — were the ideal to aim for. But academia is theoretical land, the domain of books, rules, and certainty.

In the real, chaotic world I believe this to be true: 85% perfect is perfect. 90% perfect is perfect. 100% and you've already failed. If you finish a project or campaign of any sort and didn't make at least ONE mistake, it means you've spend too much time on it.

100% is too impractical to strive for. Moreover, a 100% score leads us into a false sense of security because it implies that there is nothing left to learn (hint: in the real world, there is always more to learn).

Implement quickly. Attack the market hard. Never stop attacking.

A FINAL WARNING -- AND A CHALLENGE

Something that used to be very uncomfortable and difficult — entrepreneurship — is suddenly easier than ever before, and everyone wants to ditch the cubicle to become their own boss. It's the fashionable thing. It's also become more comfortable than ever before.

Such is the landscape we find ourselves in today.

Everyone wants to call themselves an entrepreneur, and big communities of

entrepreneur support groups have formed as a result. People associate with something because of the identity it gives them. When I first began to tell people I was an author, it felt so incredibly cool.

I was damn proud of myself.

But the identity becomes an end in and of itself, the results an afterthought.

Accordingly, many of these communities are rapidly devolving into self-contained mediocre majorities in and of themselves. And there's so much information thrown at them that they become hapless consumers for more opportunistic (and often unscrupulous) individuals. There's too much money in consulting and selling books about how to be an entrepreneur and content about escaping the 9 to 5.

Many among this new class of entrepreneurs rely far too much on stratagems that worked in the past for other people. They take pages out of the same playbook, and fail to innovate. They create landing pages that look identical to one another, craft the same message, follow the exact same process.

But the more people who engage in this type of "me-too" entrepreneurship, the smaller the returns become. You can't pique anyone's attention or interest by copying what everyone else is doing.

The Napoleons and the Painless Parkers of the world come along and wipe the floor with those who cling to certainty and convention.

Consider this a warning — and an opportunity.

My best advice is if you find something good, implement it quickly, and see if it is worth scaling. The key is to be consistent and committed to long-term growth, and not merely dip one toe in the water or fall for the "shiny object syndrome."

People often ask me questions about what type of marketing will work for their business, and rather than make suggestions I fundamentally understand that the secret to success requires a long-term commitment to the discipline of marketing itself. The

best way to ensure success is to commit to being an lifelong experimentalist rather than pick out tactics a-la-carte that work for other people.

I can suggest things that have worked well for me, but there's no guarantee that they will work for anyone else. What will work is committing to the long term, implementing and iterating constantly. Act, sense, and respond.

Question everything — especially your own assumptions. Seek out opposing views. Become a student of life. Only through a collection of viewpoints and ideas can you find what meshes with you. Explore the truth, on your own, as earnestly and as long as you can.

You and I are entrepreneurs, living in the chaotic territory. We must accept that the ground we stand on now could vanish tomorrow.

Should you wish to succeed at marketing (and online entrepreneurship), let go of the need for certainty or perfection. Successes are not final just as failures are not fatal. Instead, test relentlessly. Become a student and true artist to the craft.

Commit to a lifelong pursuit of learning, evolving and growing. And use what you learn in this book (and everywhere else) to push the limits even further.

Four Core Marketing Concepts

Whenever I'm about to construct a new marketing campaign from scratch, I let four core concepts guide my strategy. It's important to consider these before we ever begin to think about tactics.

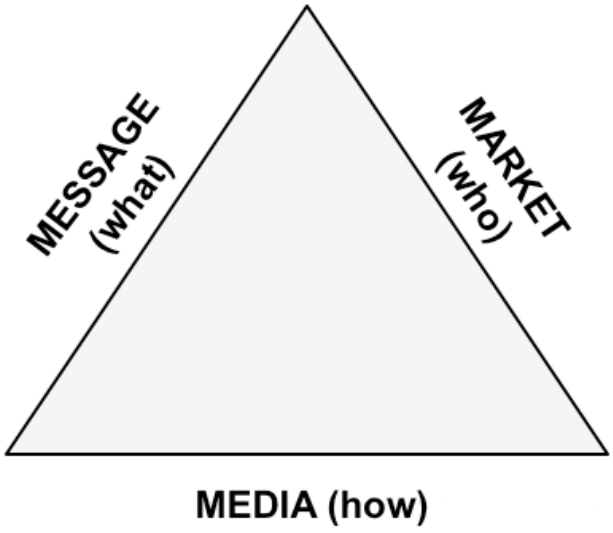
Any average Jane can learn how to use a marketing tool or piece of software. It is a firm understanding rooted in core concepts such as these four that separates the professionals from the amateurs.

I'll share these with you now.

M*3 -- THE MARKETING TRIANGLE

The first core concept is the "Marketing Triangle," or the Three M's - Market, Message, and Media. Every single marketing or promotion effort is constructed upon these three pillars. Like a three-legged stool, if one is missing, the entire thing collapses.

Market: Your people. Those most receptive to what you have to offer. If you cannot write several pages about them, then you need to get to know them better. They also have a secret language that they use amongst themselves.



For example, golfers might use the word "slice" when referring to a particular "shot." Marketers use words like "copy" and "conversion rate." Digital Nomads might refer to themselves as "DNs." Most people on the outside would not have a clue what the people within the group are talking about.

Find these people, where they converse, where they hang out online (and in real life).

Message: Every single marketing campaign is built around your message. Sometimes this is one message, but in practice it is usually several. Your message can refer to anything you send to your target market: the comments you post on photos, the direct messages or tweets you send, the automated messages received by new followers, the email pitches you write.

Identify these "touch points" of communication and write them out. The goal is to further the relationship towards a point of measurable action. Sometimes these messages, when automated, rely on spin syntaxes. We'll cover that later.

Media: Every medium or form of communication comes with its own set of rules. For instance, Instagram does not allow links. Facebook groups come with moderators breathing down your neck. Public speaking allows you to establish "know, like, and trust" in an accelerated fashion (which is a strength). But once they leave the room and drive home, we've lost them (which is a weakness). So we need to find a way to followup with them using another media.

Email outreach allows us to write longer, more detailed messages than say, Twitter, which limits our message to 140 characters.

We thus need to tailor our message and strategy in a way that suits the rules of our chosen medium and plays to its strengths with consideration to its weaknesses.

Sometimes, we can get two of these three right, but if the third one misses the mark, a campaign will fail to achieve the results we desire. But when we dial in all three, we hit the sweet spot and our campaigns succeed.

AIDA - ATTENTION, INTEREST, DESIRE, ACTION.

You've probably heard of this one before. It's famous because it works.

Marketing is nothing more than good salesmanship multiplied by a mass medium. And the process of making a sale — from opening to close — is a straight line, based around four things: getting a prospect's attention, piquing her interest, triggering desire, and prompting her to take some form of action.

AIDA is a great roadmap to understanding how marketing works. Here's a quick example (imagine you're up late watching a series and an infomercial pops up on the screen):

Attention: *"Are you a male, over the age of 55, suffering from multiple sclerosis?"*
Interest: *"You may be eligible for a free treatment of [new magic pill]. Patients report [Benefit 1, Benefit 2, and Benefit 3]."*
Desire: *Testimonials, case studies flash on the screen. Images of happy elderly couples walking in the park together with family, playing with pets, etc.*
Action: *"Call this number and start your new life today! If phones are busy, please keep trying."*

This is a quick example I threw together in less than three minutes, but do see the use of the three M's here? In the "attention" step, we clearly defined the market, and caught the attention of anyone watching within that target market. Then we delivered the message in a way that piqued their interest, by promising a benefit. And of course the media is a late night infomercial, which allows for freedom of length, heavy use of visual imagery,

uplifting music, testimonial interviews, and so on.

FMICC - FIND, MESSAGE, INTEREST, CONVERT, CHOOSE YOUR WEAPON.

"FMICC" is a process I've developed which parallels the framework of "AIDA" and supplements it based upon the Web 2.0 strategies and techniques we use.

And it forms the basis of our outreach campaigns (both manual and automated), which you'll learn about in later chapters.

Step One: Find

Find our most targeted, highest converting, most engaged prospects, in the least time-consuming and most efficient manner possible. Many rookie entrepreneurs mess up at this first step because they say "anyone can benefit from my product." Or: "our customers are anyone really."

Wrong, wrong, wrong! Either you need to know exactly what niche to target, or who your best / most engaged market segment is, otherwise any marketing effort you try will fail and you won't receive the response are you looking for.

Please, take my word for this. If there's one piece of advice well-intentioned but green entrepreneurs resist, its this one.

Yes, anyone in business can benefit from a book about growth hacking, such as this one. But if I'm going to promote this book I need to find the best places to direct my efforts — the best groups to focus on for maximum response.

Fortunately, finding people is very easy on the internet. We have search engines, hashtags, keywords, groups, subreddits, forums, blogs, and so on. For example, we can go to Instagram and begin typing any keyword preceded by a #, and discover our market.

For efficiency, there are a number of tools and other forces that we can rely on to find large groups of targeted prospects even more quickly than we normally would. These are

covered in detail throughout this book.

Step Two: Message

"Message" in this context refers to the noun more so than the verb. The message refers to the message that you created as part of the marketing triangle.

This is NOT the step where we deliver our offer, call to action, or self-promotion. That comes later, in step four. Instead, this step focuses on breaking the ice, contributing value, being helpful, entering into someone's sphere of influence in a way that is non-intrusive and that evokes compliance.

Step Three: Interest

"Interest" in this context usually means breaking ice and establishing rapport over shared interests or shared goals. It may also mean countering a person's innate skepticism and reluctance to engage a stranger by demonstrating credibility, authority, or passion in a particular area.

Since the web is built around connections, it's about displaying you are someone worth taking the time to talk to, to get to know, and to listen to.

Step Four: Convert

Convert essentially carries the same meaning as "Action" in AIDA, in a sense more applicable to web mediums.

It's about creating an "ask" that's virtually impossible to say no to. It's about prompting the contact or prospect to take some form of action — one that preferably helps them to get what they truly want, or one that leads to a mutually beneficial win-win outcome.

Example: they join your list, and in return, win the chance to receive a free iPhone, or a free 7-day trip to China (or something else they may desire).

This step becomes REALLY fun when you use the tool "Queue" and deploy advanced

strategies such as viral gamification, which we'll cover in detail in a later chapter.

Which brings me to the fifth and final step…

Step Five: Choose Your Weapon

The fifth and final step is one I like to call "choose your weapon." This is the method you will use to deploy all of these steps. This method could be performed manually, semi-manually, or completely automated.

It could mean leveraging a certain software. It could also mean taking advantage of other forces, such as piggybacking off of known brands (the way Airbnb did with Craigslist), stealing a competitor's fans, or engaging the most active followers of another account. It could mean setting up a bunch of fake profiles to show social proof and activity, the way Reddit did in its infancy.

Like the media, every weapon we could potentially deploy carries with it its own set of rules, parameters, strengths, and potential weaknesses. The more we test and deploy a weapon, the more proficient we become in its use.

I decided to add this final step because I think it's important. We can come up with all types of ingenious methods to deploy the four steps above, and thanks to the advanced tools we have at our disposal, we are limited only by our imaginations.

This is where the true art in the craft of growth marketing occurs.

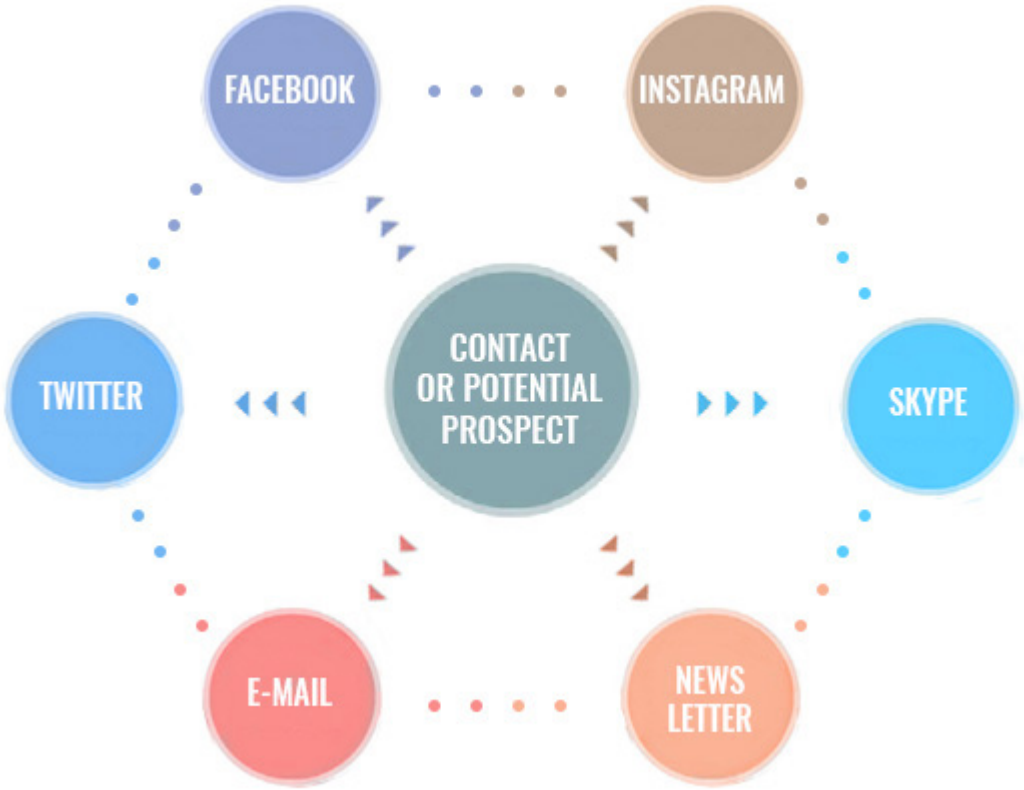
INTERCONNECTION WEBS

In order to make our efforts with AIDA and FMICC more effective, it helps to understand how relationships form.

Keith Ferrazzi, author of "Never Eat Alone," writes that you need to communicate with a person through three different forms of media before they can get feel like they know you. Keith also says you should set a goal to talk to one hundred people each day, but that's a topic for another chapter.

Dan Kennedy says that once you've assembled your herd (of customers, users, etc), you need to create a "fence," and "touch" them with some form of communication at least 50 times per year. Otherwise, they'll wander off or be stolen away by nefarious competitors.

To bring these concepts more up to date and in line with the online landscape, I like to refer to these principles as "webs." As an online marketer, our goal is to spin webs that attract the prospects we want to catch, and then strengthen the web so that it becomes as strong as possible.



Sometimes, in order to make our messages effective, we need to reach out to someone through three different forms of media — for example we may comment on their video, tweet at them, and add them on Facebook. This helps our name to stick and improves the chances that are messages will be noticed and replied to.

Like all of these core concepts, this will be fleshed out in greater detail in another

chapter.

When you are able to successfully integrate all four of these core concepts together, you will have a successful campaign. You will become a force within your niche.

The rest of this book details implementation — the muscles and sinew — that will bring your efforts and ideas to life.

To fully internalize and master these concepts is simple: run a hundred campaigns. A campaign can be as simple as sending ten email pitches, or sending 10,000. It could be running a Facebook ad for five days. It really doesn't matter; the point is to test each of the three M's: the message you wrote, the market you sent that message to, and the media you chose. And of course each campaign allows you to actively practice the other core concepts as well.

Do these things, and you will master marketing.

INSIDE THE GROWTH LAB

How to Create Products That People Crave

"It isn't what you want that determines what other individuals will buy from you—it's what they want. And that answer can only come from them, not from you.

Your job is to find out what it is that motivates your prospect. And then show him how he can get what he wants through your product or service. Only then will he buy. Most sales are lost because the salesman presented his product before he knew what motivated his prospect." - Harry Browne, "The Secret of Selling Anything"

THE #1 MARKETING PROBLEM

A lot of entrepreneurs struggle with marketing products and creating offers that deeply resonate with consumers. The reason is because they haven't developed the ability to

understand another person as well as they understand themselves.

They aren't able to perform a "Vulcan mind meld" and create a telepathic link to another person to truly comprehend what drives their decision making.

I'm talking about the truly deep, extremely personal details that influence why and how we do things. These can't be understood with only a surface level knowledge of someone because they are buried deep within… but they have a huge impact on how and why people do things.

For example, could you guess my hidden, secret, personal motivations for writing this book? Probably not, unless you were able to accurately create a narrative that portrays what the last ten years of my life have looked like.

But if you did know, then you would understand the drivers embedded in my psychology and how they guided me to not only write this book, but also drive my overall direction and purpose in life. How I approach each day is deeply embedded in the core of who I am and my life's history, as well.

When we are able to understand this "map" of a person's life, we can communicate in a powerful way that immediately captures a person's attention, where they happily purchase whatever we have to sell.

Try this exercise: why might someone write a book? Or join the army? List out all of the reasons why a consultant might want to diversify their income streams by writing book, or why a young and lost 19-year old shows up at the local enlistment office, feeling like there is nothing at home for him. Is the consultant driven to rage by the condescending behavior of her clients? Is the young army recruit struggling with parents, alcohol abuse, grim job prospects, or a broken heart?

These "hidden motivators" are so personal that they're things we rarely ever talk about with another person, but they are extremely powerful predictors of how a person will act.

Pleasure and pain associations are accumulated over a life history (kittens: good, spiders

bad), so to understand consumer preferences we need to, on some level, understand the lens through which they view reality. The last five or ten years of a person's life has a tremendous influence on what they are doing today. For example, bootstrapped entrepreneurs have a fairly common shared experience of starting from humble beginnings (such as their parent's garage) and then fighting tooth and nail to "make it" - and usually take great pride in this.

How about the person's childhood? The better we understand this map of their life and acquired behavior and preferences, the easier it will be to connect with them on their level.

And this is the true and ultimate path of a great marketer: to cultivate empathy. If you choose to embark on a journey to discover success in your marketing, let this be your north star. Become the type of person dedicated to connecting and deeply understanding how and why humans make decisions.

In this chapter, we'll explore this "mental map" and much more in great detail. And I shall endeavor, to the best of my ability, to chart a course so that you can understand your users and consumers in such a way that delivers extraordinary results to your marketing efforts.

IDENTIFY AND GRATIFICATION

> *"Most of the brain is dominated by automatic processes, rather than deliberate thinking. A lot of what happens in the brain is emotional, not cognitive."*
> *- George Loewenstein, Behavioral Economist, Carnegie Mellon University*

Why do we constantly feel the need to share status updates and photos on our Facebook and Instagram feeds? What's the underlying desire or motivation that activates this behavior?

First, social sharing stimulates dopamine, a highly addictive chemical that induces feelings of pleasure. Simply through the reward of receiving "Likes" on a post, we feel a rush of approval, acceptance, prestige, and/or love. When we don't receive Likes, we withdraw, feel ostracized from the group, and scorned. So social media creates a sort of

game where we each day we strive to share updates to accumulate Likes.

No wonder social media is so addictive! But here's what I find so fascinating: the reward in this case is artificial. It doesn't exist. "Likes" were simply a feature that Facebook created by accident that became addictive - and propelled the company to the point where nearly every single person on the planet knows its name.

Think about that for a second. All it took to create one of the largest and most powerful startups of our generation was the dopamine high of an artificial reward. The lesson is clear: how our company and product makes a user feel may be the most important factor in our success and growth.

The second motivation for social media sharing is that provides an outlet to reinforce an identity which we wish to be associated with. A younger person who craves social acceptance and seeming popular will post photos of him or herself at parties, surrounded by people. Someone who wishes to appear thoughtful and intelligent might share a TED Talk. A woman who considers herself enlightened and spiritual will share quotes from Osho or Rumi, while someone who's identity is wrapped up in being an entrepreneur might share inspiration from Elon Musk, Peter Thiel, or Paul Graham.

We see the principle of identity association alive and well in advertising, too: Old Spice ads are made to appear "masculine," so that young men craving masculinity associate it to a deodorant. Dos Equis created the "most interesting man in the world" to make their brand edgy and exciting. Subway latched onto the desire to be healthy and lose weight.

So much of what we do on a daily basis comes down to our identity, how we see ourselves, and who we'd like to become. Your product or service can insert itself into this ubiquitous phenomenon of self-actualization. It must. When we help people to achieve personal satisfaction and identity reinforcement through their experience with our brand, sales will come.

Now, you may be asking: why devote so much space (in a book full of marketing hacks) to the underlying motivations behind social media sharing? Because this is the behavior of your customers. If we wish to profit and thrive, we need to deeply understand these people - their wants, needs, desires, motivations, fears, and so on.

The ignorant, always looking for an easy way out, might think that pushing product, and stating all the reasons why it should be bought, is enough. And the ignorant will never quite see the results they're seeking. The internet space is full of spammers who can't be bothered to make the extra effort to understand what people actually want and what makes them tick. Don't let yourself fall into this camp.

You need to understand what your customers do on a daily basis, what they eat, what they think about, what they fear, and what they dream about. The more that you understand, the better. The more you'll be able to connect with them on a deep, primal, fundamental level and the better you can help them get what they truly desire.

A 17TH CENTURY PHILOSOPHER'S SECRET TO PERSUASION

Sometimes what a person needs is not what they think they want. Or they stake out a position and cling to it, though we disagree. How then, do we change their minds?

Hundreds of years before the first formal study on the psychology of persuasion was undertaken, 17th century philosopher Blaise Pascal discovered a great truth about the secret of persuasion: the surest way to get someone to take your side is to take theirs. This, he explains, is the key to winning hearts and minds.

To change someone's mind in a debate and persuade them to our point of view, Pascal offers the following:

"When we wish to correct with advantage, and to show another that he errs, we must notice from what side he views the matter, for on that side it is usually true, and admit that truth to him, but reveal to him the side on which it is false. He is satisfied with that, for he sees that he was not mistaken, and that he only failed to see all sides.

Now, no one is offended at not seeing everything; but one does not like to be mistaken, and that perhaps arises from the fact that man naturally cannot see everything, and that naturally he cannot err in the side he looks at, since the perceptions of our senses are always true."

In my opinion, the "Pascal Principle" is one of the best exercises to integrate into our personal practice as we strive to absorb other points of view.

Rarely a day goes by in my business without someone presenting a delay, an objection, a complaint, or some other type of challenge. Our natural instinctive tendency in this situation is to become defensive, argue our own viewpoint, and show the person why they are wrong.

But if you want to possess the real power of persuasion that will propel you to success, you need to suspend this urge. Instead, put yourself into the mind of another person who has an opposing viewpoint as your own, and argue for their position.

This is one of the best exercises to not only persuade others to your side but also to develop empathy. Every challenge or argument a person presents you with is a chance to better understand a viewpoint other than your own. So embrace it. Rather than instinctually argue your own case, seek to understand.

HOW AND WHY WE CRAVE THINGS

The nucleus accumbens in the hypothalamus controls our motivations and what we desire. It is the central link in our brain's "reward circuit" of desire and satisfaction. It is also known as the "craving spot." It becomes active when we encounter tasty samples of our favorite food at the local supermarket, or when we see an attractive person we desire.

When the neurotransmitter dopamine is produced in the nucleus accumbens, we experience pleasure, desire, and arousal. This process is known as "incentive salience." The good news is that salience is triggered by exogenous cues - agents outside of the body. If we can deliver these cues, we can stimulate dopamine and create craving within any person's brain - a craving which, as we'll see in a moment, is VERY hard to resist.

Salience, when we experience it, flips a switch whenever we encounter something that makes us think: "Here is something that's emotionally relevant and likely important for

continued survival and/or reproduction, so I need to pay attention!"

To make products that are addictive, we need to trigger the "feel good" neurotransmitter of dopamine and fire up the nucleus accumbens region of the brain. When our product (and offer) stimulates a frenzy of activity in this area of our prospects' brains, we see a frenzy of sales. The reasoning of the rational brain becomes drowned out by insatiable craving and desire. Much of what we explore throughout this chapter are ways to trigger this very process.

In many respects, consumer behavior matters less on the merits of a product or logical reasons for its purchase and more upon whether this region of the brain is being stimulated.

In one example from the book "Buyology," the author describes a study that proves that disgusting photographs of decaying body parts on cigarette packs (caused by smoking) do nothing to dissuade cravings among smokers.

Similarly, if you were to tell an alcoholic to "stop drinking" all they would hear is "drinking." Your message to abstain would fall flat because the mere thought of a drink triggers this sense of craving within the person's brain. When a craving is strong enough, people act against their own interests and in spite of others' objections. We see examples of this every day.

Analysts who value logic can fail to understand this, because it's a purely primal phenomenon. It's beyond the scope of reason or rational conclusion. Humans do things because they're horny, hungry, obsessed with themselves... and constantly craving.

Products and advertising that directly stimulate the region of the nucleus accumbens by tapping into someone's deepest desires, and shows the person they can more of whatever it is they really, secretly want is more powerful than any form of empirical data could ever be.

TURN UP THE HEAT - MAKE YOUR PRODUCT ADDICTIVE

The online market place has become extremely crowded and it's becoming more and

more saturated all of the time as thousands of people are jumping into the pool to become entrepreneurs every single day.

It is no longer enough to have a great product, a great price, or a great reputation. To succeed and continue to earn money, we need to focus more than ever on the experience users have with us, and understand consumer psychology in a way that delights, enchants, and enthralls our clients, customers, and audience.

This is the best opportunity we currently have to separate ourselves and create a competitive advantage over the herd of other "me-too" providers and products out there.

People have money to spend, and until we transition to an abundant postmodern utopia where money becomes obsolete, they always will. To earn and retain their business in this crowded environment, we need to have a deep understanding of their psychology.

What causes them to experience gratification at a point of purchase? How can we deliberately engineer this so that the buyer feels a rush of endorphins when they discover and purchase our product or service? If we want to earn real profits selling online, these are the kind of questions we need to ask ourselves and endeavor to answer.

Companies like Groupon, AppSumo, and other deal sites, have become huge because they all create a unique buying experience that stimulates the nucleus accumbens region of the brain. When people purchase "deals" from these companies, they feel good about the purchase, and about themselves. They enjoy the special privilege of being an "insider." They feel a sense of accomplishment and that they did something good for themselves. All from making a purchase.

Error fares - where consumers discover shockingly-low deals on flights - are another example where euphoria is triggered from a purchase.

But this doesn't apply exclusively to discount purchases. Sometimes changing the delivery of a product creates salience. Steve Jobs took a product that was thousands of years old - music - and revolutionized with the iPod. "Thousands of songs in your pocket." This innovation in product delivery would forever doom the Walkman and the fanny pack to the obscurity of a bygone era.

If your product is not creating salience - an insatiable craving - then you need to think long and hard about ways to make it irresistible. Fortunately, this can be achieved through presentation. Detach from your own ego and avoid the urge to boast about how amazing your product is. Instead, take on the role of a consumer, and wear the hat of an investigator.

STUDY WHAT WORKS, AND WHAT DOESN'T

I spent an afternoon going through nearly a hundred archived e-mails I've received from AppSumo, visiting the website of each product that was being promoted. Then I went to Product Hunt and studied a few dozen more websites. I did this exercise with one specific purpose: which of these products did I actually want? Which were able to tap into some innate latent desire I had inside of me that would make me crave the product without any hesitation or consideration?

Most of the products I viewed either fell short, didn't stimulate enough desire, or seemed to be targeted to another market which I wasn't a part of.

Finally, one of these websites caught my attention with its headline. Leadsbridge triggered salience for me because its headline spoke to a very specific problem I experienced throughout last year as an entrepreneur. My initial experiences with Facebook advertising were positive, but I couldn't scale these efforts. I was like the gambler who goes up early but then doubles down and ends up giving it all back to the house.

This headline and subhead did a perfect job of capturing my attention by addressing a very specific pain point. However, as I explored the site, I found it spent too much time addressing technical features of the product and not flipping the "pleasure switch" within my mind.

They targeted my pain point, and were able to get my attention. However as a prospective user I failed to draw a correlation to how these features could help me get more of what I want (ie money).

The website's homepage features logos of "trusted brands" but where are the case studies of serious bank being made? That's what I really want to know. That's what would really turn up the heat and get me to sign up in a hurry/

But alas - its conspicuously missing. When I click the "Explore Features" button the site starts talking about CSVs and whatnot. Total buzzkill. The website captured my attention and then lost it.

Pardon the crude analogy, but it's as though an attractive member of the opposite sex (or same sex, if that's your thing) made you extremely aroused and then started talking

about the thing you hate the most. Like Barney the dinosaur. Or spinach. Or Donald Trump. The desire was there, and they had you in the palm of their hand, but then it slipped away. Same deal.

I would wager that this is but one of the reasons so many of today's startups fail to post a profit. But I digress.

Overall, I would say that this is a nice website but it would only convert visitors who are pro-actively looking for this solution. It doesn't stimulate enough craving to convert casual visitors such as myself, to whom it seems like something that's nice to have and they should have, but something on which we'll pass for now.

And that's how sales are made or lost. Incentive salience - that sudden craving we can't ignore - is the heat that triggers prospects to buy.

You are not me and you may have no inclination to create Facebook advertisements, but think about what you truly desire or a problem you are currently facing and perform this exercise to see if there are any products that trigger salience within your mind by either promising to deliver that desire or deliver you from your problem. Analyze this process at it occurs in your own head.

When it does happen, study every detail of what made it occur: headlines, imagery, body copy, the offer, value propositions, security propositions, product, presentation, and so on. The better you can analyze this process in your own mind, the better you'll understand how it could work in others, and the more ready you'll be to create marketing that becomes truly successful.

INCENTIVE SALIENCE AT WORK: A SECOND LOOK

We know by now that craving and desire are primal instincts that can be triggered through external (exogenous) cues. Our job is to think of what else we can try to strike this subconscious evolutionary nerve.

How about the instinct of "fight or flight?" A fight-or-flight encounter occurs when a person must make an important decision with utmost urgency.

Can we create some type of pressure that compels the consumer to make a decision immediately? A countdown timer or deadline until a deal closes accomplishes this nicely, creating a fight-or-flight scenario and even provoking fear: the fear of missing out.

There are many different ways you can create a sense of urgency, but it should always be included in the offer somewhere, even if you say something simple like "72 hours only," "special Black Friday promotion," or "it's our birthday and we're offering an incredible deal for one day only," and so on.

One way that Leadsbridge could trigger incentive salience effectively might be through a time-sensitive offer or promotion - such as an Appsumo deal. Plenty of people become motivated to buy products through these promotions that they never really use, simply because of the sense of pressure and urgency.

Note that this tactic has become quite overused to the point of becoming a "cry wolf" tactic. Udemy, with your $10 deals every week, and AirAsia, with your never ending promotions and deadlines - I'm looking in your direction.

The two most powerful words in advertising are not "Limited Time," "Special Deal," or "Free Offer." They are "Yeah, sure." "Yeah, sure" represents a prospective customer's innate skepticism, so in order for a tactic like this to be effective, it has to be genuine and believable.

Counter this skepticism by anticipating potential objections pre-emptively. Answer the question: What's the catch? If you can answer this skepticism and provide a guarantee it offers reassurance, lowering a person's natural resistance to making a purchase.

Environment can also trigger impulse purchases

When you communicate with a person, also take note of how they act and communicate with you back. Independent studies by the University of British Columbia and Cheung Kong Graduate School of Business reveal that people who are in busy, chaotic, and disorganized environments are more prone to impulse shopping and and less personal

(and financial control).

When speaking to a prospective client, observe their language and mannerisms. If they complain about "being busy" or seem otherwise preoccupied (with their children, going back to school, etc), they are more prone to impulse purchase behavior. Busy moms have proven to be some of my best clientele due to this very reason.

Reward systems trigger salience

"Perhaps hope only exists in the journey. At the beginning everything is still possible. Every expectation, every dream."
- 1492, Conquest of Paradise

Since the nucleus accumbens makes up the pleasure and reward circuitry of our brains, create some type a reward system for your customers. Offer some form of special recognition for being a client. This might be a badge or a virtual award that can trigger pleasure and confer status, providing an addictive, dopamine-generating experience.

The uncertainty of anticipation, possibility, hope, and expectations also trigger the release of dopamine.

Train your customers, users, and subscribers to remain in suspense of what potential surprises might await them (in a good way), and they will come to love you and become addicted to interacting with you and your business.

Price Hacks to Trigger Desire

We've explored scenarios that trigger salience at the point of purchase and how deals such as Groupons and error fares spark a rush of gratification. We've touched on exogenous cues that trigger craving, how to create a sense of urgency, and persuasion techniques to communicate with prospects and win them over to our side.

Based on this understanding, one of the easiest places to start to construct offers that sell, begins by setting your price higher. Setting your price high does a couple of things:

1) It gives us room to operate. A higher price offers a chance to create special promotions, discount, and incentivize purchases of the product.

If you want to sell a product for $19.99, rather than throw it up on a webpage and list that as the price, you could make a stronger case by setting the price at $49, $79, or $99. This gives you wiggle room to create special offers to "insiders," such as e-mail subscribers, friends and acquaintances, people in certain groups or forums, or the audience of an affiliate.

This might seem a little silly to our rational minds, but it really comprises the backbone of how we move products online. A special promotion also gives us the "alibi" or "excuse" to promote a product in the first place. If we simply say, "please buy my product now at 19.99," it comprises a weak sales position, and simply delivering this message is difficult to do in the first place.

But if we set the normal price to $79, and then offer limited promotion offers to purchase at $19.99 (75% off), we can make a lot of sales. And it also gives us that "excuse" to even share our product with a group of people in the first place.

Yes, there is something "silly" about marking up a price just to discount it down again, but that's how marketing works. Buyers also receive a sort emotional "buyers high" when they realize they've discovered a good deal.

In the same vein, saying "please call now," has shown to not be nearly as effective as saying "if phones are busy, keep trying." Or: "if the webinar is full, keep trying to connect." It could be a completely trumped-up statement, but this is how the game is played.

When we make them feel good about buying, even if we're discounting to the original price we wanted, we're winning this game.

Presenting offers at full price will always be very difficult unless your product is:

A) Insanely desirable
B) You're an expert marketer who can present and communicate the value of the

product that makes people want to buy it.

Most of us are selling products that are fairly normal (we're not selling flying cars here), so A is not applicable to most products that we sell.

And if we're being completely honest, very few of us are true expert marketers or copywriters. Many of us think we are. But I can tell you, after executing hundreds of campaigns, I've failed more often that I've succeeded. Fear not though.

Marketing is not about perfection or strokes of brilliance, it's about experimenting with everything. It's nose to the grind, in the trenches, hands in the muck type of work. And the techniques that I share in this book have shown themselves to work enough times that they greatly increase our chances for success.

Which brings me to the second point:

2) Setting a higher price is one of the easiest ways to make the product seem more valuable to the prospective buyer. I touched upon this in the original edition of the book in the "How to Create High Value Offers" chapter.

Several years ago I had a broken window in my home, and my mother (who is a realtor) sent a contractor over to fix it. I had no idea what to pay for this type of work, or how many hours of labor would be required to fix it, or what materials would be needed and what their cost might be.

But I had a sort of "ideal range" in my head of what I was willing to pay.

This was several years ago. But if I recall correctly, I was prepared to pay about $60 - 70. I thought the contractor might ask for $100, so I was prepared to haggle him down. Instead, he only asked for $20, which I was only happy to agree too.

There's an important lesson here: many of us are following the example of this contractor. We undervalue ourselves, or don't understand our worth, and as a result, we fall short of the "ideal range" that the buyer thinks the service should be worth.

There's nothing wrong with pricing too low, and it's common practice to do this during the beta stages of a sale (I always start out low myself). But it is definitely a huge mistake if we don't adjust the price to get closer to what the buyer is willing to pay.

Here's the secret sauce: you know you're getting very close to charging the right price when you encounter slight resistance from the buyer, but they desire it enough that they buy anyway. It's very important to study how the prospective buyer responds to your presentation of the price whenever possible.

If you're not receiving any resistance to the price you present, then it's highly likely that you're falling short of the "ideal range" of what the client thinks the product is worth in their own head.

Alright, now here's a couple other techniques to utilize at the point of purchase which will further strengthen your sales position…

• In addition to increasing the standard price, you can further increase the perceived value by bundling in extra items such as bonuses with the purchase. More on this in the "How to Create High Value Offers" chapter.

• Another really effective way to increase the perceived the value is to translate the value in ways that are easy to understand. One way to accomplish this is to provide an itemized list of the contents. For example, in the window repair scenario, I had no idea of the different parts and tools that would be involved in the job, or how much these would cost.

So, give people an idea of the contents of your product. If you have an information product, such as a book, also be specific by sharing certain takeaways from the book, along with the page number that it can be found. If it's a non fiction book, and people see a benefit that they like, they will want to purchase and jump straight to that page to find the information.

In Conclusion

After reading this chapter you should have a very firm grasp of buyer psychology and

effective ways that compel consumers to buy. We now understand people's motivations, gratification, salience, primal instincts such as urgency, how purchasing products triggers gratification through identity, and much more.

We've also touched on some very effective techniques to help you promote your products more effectively and increase your profits. Which is always very fun!

In closing, what I would like to suggest is that rather than merely swiping any of these individual tactics, adopt a certain mindset. Several times in this chapter I pointed out that empathy is the most important characteristic of all for a marketer to cultivate. If something is made to be repetitive, it is because its a very important point that the author wishes to express, so take note!

The individual techniques listed in this chapter are not so important as a commitment to genuinely understanding the mental maps of other people - their thoughts, emotions, motivations, desires, and fears. If you truly desire to be great at marketing, let this be your north star and let the pursuit of empathy guide you always. Everything else will fall into place.

Build Buzz: How to create viral launches

"The wise win before they fight, while the ignorant fight to win."
-Zhuge Liang,'Sleeping Dragon'

INTRODUCTION

I've been knee-deep in the trenches of digital advertising for a decade. I've gotten my hands dirty participating in nearly a hundred launches, from crowdfunds to e-books to software and everything in between.

I've helped my clients move hundreds of thousands of visitors to their websites and product pages, and helped them to acquire countless numbers of sales and users for their businesses. To some extent, the process becomes repeatable.

And yet, launches are a funny thing.

I've always struggled whenever the time came to launch my own products. I become my

own worst enemy, and either consciously or unconsciously sabotage my success. And I'm often too close to the situation to look at it objectively.

Let me ask you something: have you ever noticed how you tend to struggle to figure out your own problems, but if a friend asks for advice with theirs, you seem to know exactly what to say?

That's exactly what I'm talking about. And it's one of the factors that makes launches more difficult than they have to be.

There's also an element that comes into play where our pride and ego is put on the line. If we launch a Kickstarter and reach only 30 or 40% of our goal, it not only represents failure but also the humiliation of failing publicly.

To counter even this possibility, our urge is to over-compensate, "pull out all of the stops," and leave nothing to chance.

If we were to step back and look at the situation objectively, we could reason more isn't always better. And this is never more important to realize than the crucial period during a launch.

Yet the pressure mounts and we overwhelm ourselves. Launching to crickets is a very real fear for any entrepreneur.

In the past, as I'm preparing for an important launch of one of my own products, I've become so driven to succeed, feeling that my success or failure was an indication of my worth as an entrepreneur.

When it comes to any type of launch strategy there is such a great deal of advice floating around from newsletters, books, Medium articles, podcasts, and so on. The amount of information thrown at us can become so overwhelming that it can feel impossible to remember it all or carry it all out. Paralysis by over-analysis is a trap that many entrepreneurs fall in to.

I believe that to have the best chance to succeed, one needs to focus and play to their

strengths. This is true of any type of launch; it is critical to stay lean and magnify your core competencies and that which brings the greatest leverage.

Similarly, we need to decide which tactics to ignore. Those which we don't have the time, knowledge, or resources to use effectively, and cut these out of campaign planning.

We may be wrong from time to time, but in instances like these it's usually better to be decisive than to be correct.

I'd like to suggest you follow this pattern in identifying your own strengths and see how they fit with the different strategies and techniques you have at your disposal.

In this chapter, we'll be discussing a bit of the strategy and psychology behind launches, as well as some of the best "brass tack" tactics that have proven to work exceptionally well in campaigns.

Obviously I won't cover the full suite of potential marketing tactics out there, but rather focus on ones that have performed well during launches I've done for my own products, as well as my partners and clients.

Employ the ones you find most helpful, and discard anything that might not apply to your situation. You know yourself and your own strengths best, so take a moment to identify these and choose a path that allows you to play these up to the fullest.

Double down at the things you're good at, or that you feel most comfortable doing, and unleash them with full force.

With that said, there's a ton of discomfort and uncertainty that accompanies any launch. You never know what will happen when you hit the "launch" button.

Most importantly: don't take anything too seriously. Try to have some fun. Whenever you ever find yourself complaining or feeling sorry for yourself, all you manage to do is increase the chances that you'll feel sorry in the end.

"Success is not final, failure is not fatal: it is the courage to continue that counts."
- Winston Churchill

WANT TO AVOID LAUNCHING TO CRICKETS? CONSIDER DOING THIS.

I do not know what type of product or business you are launching, but if you can manage it, you should definitely try to run your own crowdfunding campaign (Kickstarter, Indiegogo, Publishizer, etc). It's a great chance to give your project a psychological edge, and enlist an army of early advocates behind you.

It is not so much about the money you are raising (though free money is certainly nice) more than the fact that it's a chance to acquire a sizable group of early users, adopters, and advocates.

There's also a certain coolness factor that accompanies a crowdfunding campaign, where other people want to take part, get involved, and help push your project to success. This is an important psychological boost because it helps people to get behind your "mission," along with the product.

This is much harder to match if you simply offer product in a standard point-of-sale purchase fashion. If you sell through your website or a traditional commerce page (such as Amazon), people will be less motivated to share and help you promote your product just to help you make more money (unless they receive a slice of the action).

With a crowdfund though, it's entirely different. Your initial prospects will become invested in the creation and success of your product if they are able to reinforce their own identity in the process. Crowdfunding (along with the viral queueing system detailed later in this chapter) gives your prospects a unique and interesting chance to participate and become involved in the launch in a way that a sales page cannot match.

In the book "Positioning: The Battle for Your Mind" the authors argue that we live in an "over-communicated" world where we are being "bombarded with information." Bear in mind -- this was written way back in 1981!

Today, we are not only competing with the multitude of products that are available online, from e-books to kitchen products to apps, we're competing for attention. Sales and marketing messages are the first to be tuned out. For this reason it is so important

for every business to create a unique experience for customers and users, beyond one of a mere transactional nature. And crowdfunding is an easy way to accomplish this.

The relationships we cultivate and nurture and the experience we give our clients, users, subscribers, and followers ensures that we don't become lost and forgotten in the noise.

Another great reason to love crowdfunding campaigns is due to their transparent nature. Never before has researching competitors — or studying successful product launches — been so easy. Study what others with successful products and services are doing and see how they put their best foot forward.

Study their copy, their headlines, their offer, packages, and so on. You can see exactly how much they sold and of what. You can see which products and packages sold best. The fact that all of this competitor data is displayed publicly (and archived long after the campaign ends) is of indisputable value.

Regardless of where and how you decide to launch, many of the tactics that you'll find in this chapter are broadly applicable to ANY type of launch, whether you decide to take the crowdfunding route or not.

HOW AND WHY THINGS GO VIRAL

"What is unseen counts for nothing."
-Robert Greene, 48 Laws of Power

In the 2009 book "Viral Loop" Adam Penenburg breaks down the process that web businesses use to achieve exponential growth through "viral expansion loops."

The book is full of high-level case studies but in a nutshell Penenburg asserts that companies achieve exponential growth when their "viral coefficient" is equal to or greater than 1.0. "Viral coefficient" is a fancy way of saying "referral rate:" each member generates one new member.

To achieve a viral coefficient of 1 or higher, requires viral expansion loops, which Penenburg breaks down into three categories:

• A "viral loop" is based on direct referrals from members to friends

• A “viral network” is made up of numerous connected viral loops
• A “double viral loop” is a combination of a viral loop and a viral network.

Didn’t catch all that? Essentially, what Penenburg argues is that your product (and your marketing) should facilitate viral loops (encourage referrals) in the easiest and most direct way possible. The easiest ways to do this is to offer people prizes and money (such as the case of Airbnb).

At this point comes an important disclaimer: although the fastest way to encourage referrals might be to give away a free iPhone or an iPad, you’re also going to vastly increase turnover if you attract a lot of people who are not passionate about (or even interested in) your product.

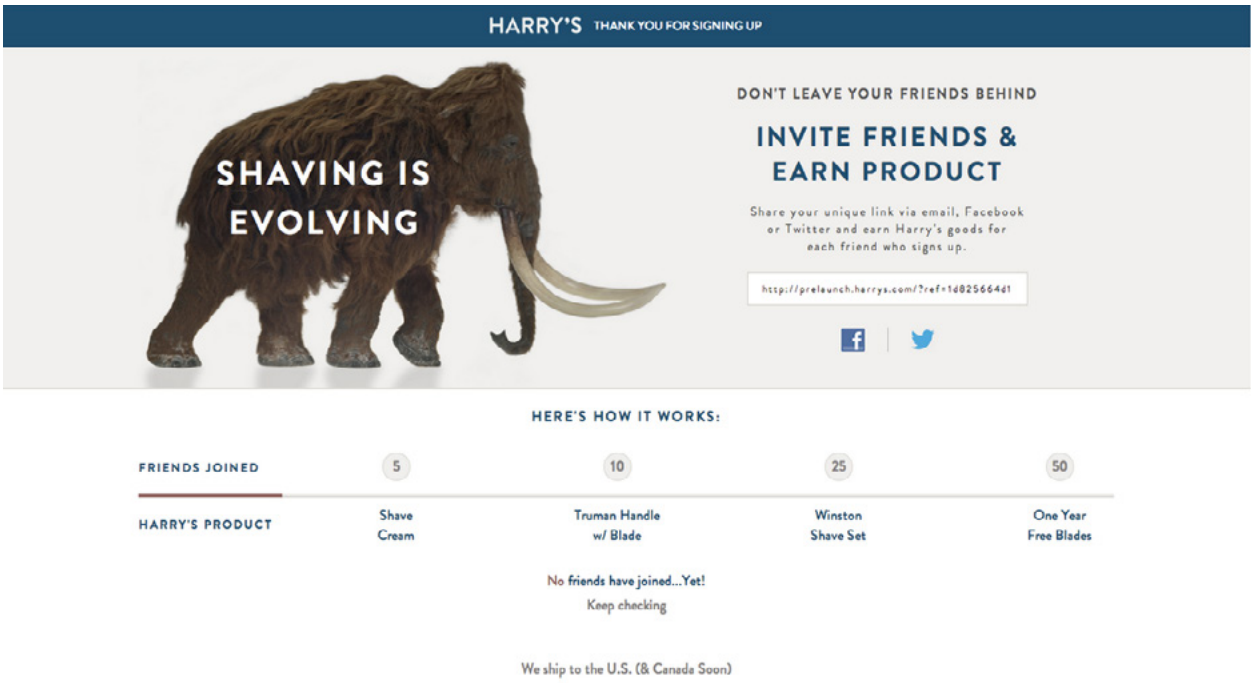
So think about rewards you can offer centered around driving demand and enthusiasm for your product. Intangible rewards (such as webinar Q & A consultations, AMAs, etc) and digital products (guides, ebooks, videos, etc) are best because they can be reproduced with no marginal cost.

Rewards for referrals is the first part of the equation. The second part is the “unique value proposition” of the product. If your product is useful but doesn’t automatically generate word-of-mouth, you need to be able to clearly communicate the value as easily as possible.

For more information about value propositions, see the chapter “How to Create High Value Offers” and the section of crafting unique stories in the “How to Hack Press and PR” chapter.

How to Create Viral Expansion Loops Through Gamification

In 2014, Jeff Raider wrote a beast of a blog post for Tim Ferriss detailing how he launched Harry’s shave club, collecting 100,000 emails within one week. At the core of his success was creating a viral expansion loop through gamification: refer friends, and receive status and prizes.



In the post, Jeff graciously includes a link to the actual code and files Harry's used to create this viral process, but it requires deep technical knowledge to create and execute.

Fortunately for us, the good folks at Viral Loops have created a back-end platform that allows us to create our own viral expansion loops even without technical knowledge. Viral Loops is a new service that allows you to "gamify" your pre-launch sequence for your fans and create your own referral contests.

Rather than simply prompt potential users to sign up on a landing page and be notified when a launch occurs (as most people do), Viral Loops literally drops people into a queue and motivates them to become more active participants throughout the entire process.

The way the system works is it allows you to create a queuing system where followers compete with one another, similar to a contest. For example, someone may start out in 500th place and the only way to rise up the ranks is to like your Facebook page, follow you on Twitter, invite their friends by e-mail, join a Thunderclap (see below), and so on.

This tool allows you to create a game of the experience and incentives your followers to do much of the word-of-mouth marketing for you, thus creating exponential growth.

In return for performing these actions, a participant moves up the queue where they can receive additional bonuses. This can include a free consultation, a free limited edition premium

copy of your product, access to a secret group, early access to products, and so on.

People love gamification like this, and it's a unique way to provide a fun experience for your contacts, stand out, and enjoy a great deal of free marketing.

ONBOARD WITH DRIP-FEED EMAIL MARKETING

As I mentioned in the introduction, one of the worst things you can do is to simply send one solitary e-mail at the time of your launch and hope for the best. Same goes for posting a status update or Tweet as many people will not see these.

Instead of sending out one blast to everyone, you should send three separate emails to your network and email list:

1. Two weeks before launch - Why we're launching, how it will benefit you
2. One week before the launch - What the product is and its features
3. Day one or two of launch - How to purchase the product

If you're emailing people within your network (ie not part of a mailing list), then I'd resist the temptation to send out BCCs and be done with it. People are wise to this, and you'll receive very little response.

It might be more time consuming, but you should personalize each email for the recipient. Keep the core of the message the same, but add a short introduction that's unique to each individual. Two free apps that can help with this process are Streak (using Snippets) and Templates for Gmail.

Also, if you're launching a crowdfunding campaign, I recommend having a few solid backers lined up ready to contribute at high pledge levels from Day 1 before you start sending out email en masse. This is the easiest way to come out with a strong start. It also shows social proof, which is important because people are more likely to back campaigns that appear successful.

According to Kickstarter, 80% of projects that reach 20% funding, will succeed. So it's important to come out strong out of the gate and get at least 10-15% from day one. If you can get more than that (or fund completely), even better, but the experience for most creators is that the campaign is a persistent, dedicated slog to the finish. Most of us are launching products that are useful, but perhaps not spectacularly sexy (such as flying cars).

One of my favorite "hacks" is to have existing clients or customers pay you through the crowdfunding platform. For example, two weeks before you launch your crowdfund, you can email your list and do a paid online workshop. Tell attendees that they'll receive a discount if they pledge on your crowdfunding campaign the day of the launch instead of paying you via Paypal.

If you have a good relationship with your freelancing or consulting clients, you can ask them to do the same. This is one of the easiest and most reliable ways to get a sizable chunk of your campaign target out of the gate.

GET OUT FROM BEHIND THE SCREEN

Public speaking is one of the easiest and most effective ways to build relationships and start the sales conversation with multiple people at once during your launch. In the age of online marketing, it's also one of the most overlooked opportunities, because many millennials are not willing to get out from behind the screen.

Flight costs can vary depending on which continent you're traveling in. Here in Southeast Asia I can fly from Kuala Lumpur to Jakarta for less than $20. In general, you can get the travel costs back easily with a couple of sales when speaking to a room of fifty or more people. If you're REALLY on a budget (and have more time than money), you can save even more by using the "Rideshare" section on Craigslist.

To get started, look at a map and create a list of at least 6-7 cities to give talks in, within your country or continent. Look for organizations and for-profit businesses with built-in networks whom you can reach out to for an event. Coworking spaces are my favorite. Then begin searching via keywords in your niche or industry in the cities you've selected.

For example, if I were to create a speaking tour for this book, I might create something like this:

Current location: *Kuala Lumpur*
Target cities: *Bangkok - Singapore - Ho Chi Minh - Chiang Mai - Jakarta - Hong Kong - Taipei - Manila - Kuala Lumpur*
Search queries: *"Singapore growth hacking," "Online marketing Manila," "Social media marketing Chiang Mai," "Public relations Kuala Lumpur"*

As you browse, look for groups that appear active and have a large number of members attending events. Then send them a message like this:

"Hey, I'm a big fan of your business (personalize by name), it's a really great group you've put together.

My name is Danny and I'm a growth hacker and author of five best-selling books. I'm launching my new book next month, and would love to give a talk on "10 Things Everyone Gets Wrong at Growth Hacking" (or "10 Online Marketing Hacks to Increase your ROI") at your event. I have a massive network I can invite (just say that, no one will check).

You can learn more about me here: (link to some impressive bio / author page / media sheet)

Would having me as a guest speaker be of interest? Thanks for your time, talk soon.

Danny"

After you send them this message, find the organizer's Twitter profile or the Facebook page and tweet or message to them:

"Just emailed you regarding an event. Hope to hear form you soon!"

Include a bit of personal information in each of your slides, such as your Twitter handle, Facebook, and e-mail address. Pass out a registration sheet where participants can receive your slides (or some other such freebie), so you can collect their e-mails in advance of (or during) your launch.

If you recruit an intern, you can assign them to pitch, book, and manage all of the engagements for you. Or you can spend an afternoon doing this yourself. If you send out twenty e-mails, you should be able to line up five or six solid speaking gigs.

Of course, this doesn't take into account other variables such as managing your travel arrangements to coordinate with the individual event dates. Be prepared for some quirks and try to keep flexible.

Finally, I recommend not engaging in public speaking during periods when you are not launching anything, as it's less efficient use of time and resources (unless you're doing it to get practice). This is what most people do, speak without any clear path to convert audience members; and they see very little conversions or revenue from their efforts.

For more tips on on public speaking, consult the "Presentations That Pay: How to Give a Killer Public Speech" chapter in this book.

SOCIAL MEDIA AND DISCOVERY PLATFORMS

There are a number of social media and discovery platforms that you can submit information about your project to (see "Starting from Zero," the last section of this chapter).

I don't have the space here to cover the full scope of marketing via the various social media platforms out there so I'll just focus on what has worked best in campaigns we've launched.

Facebook Hacks

Perhaps no other social media platform can drive as much traffic as quickly as Facebook. There's really three important channels to focus on where Facebook is concerned: Groups, Boosted (Fan Page) Posts, and Status Updates. In this section, we'll quickly cover how to hack all three during a launch.

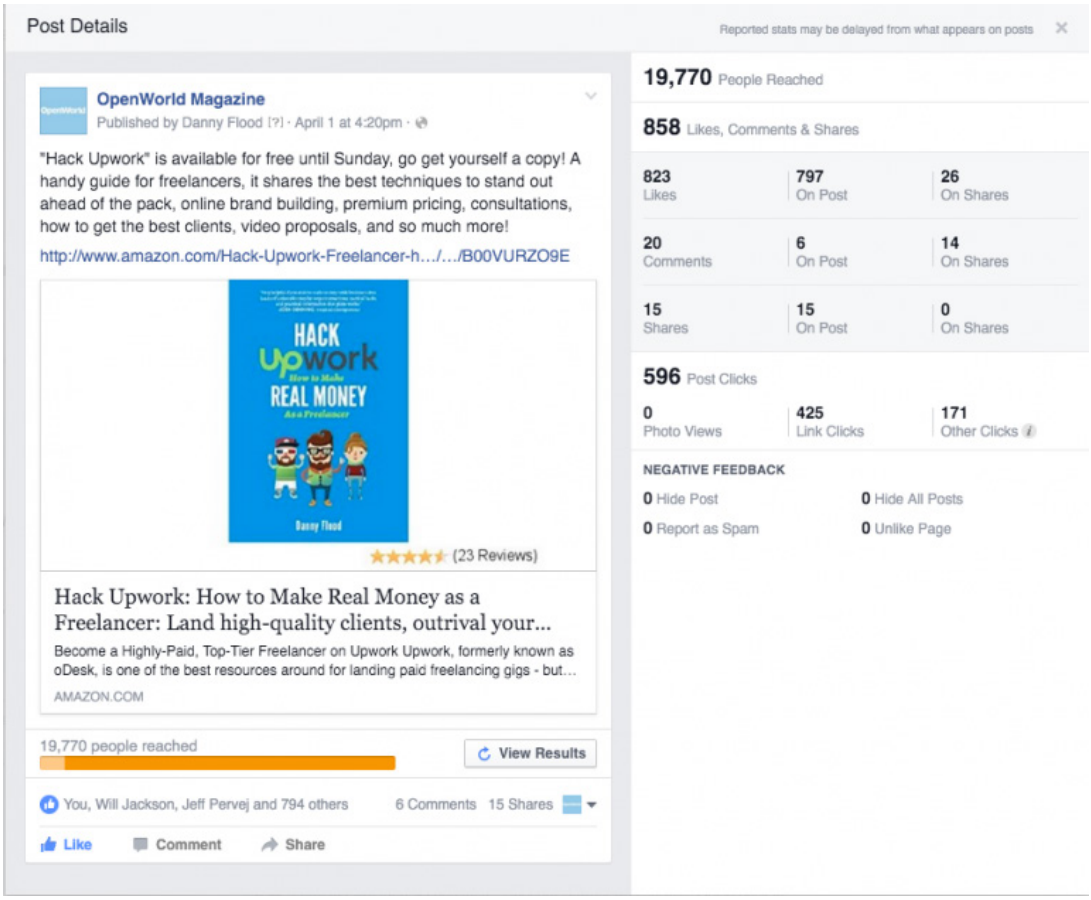
1) Facebook Boosted Posts

I've run numerous tests using various promotion offers through both Facebook and Instagram, and they've all led me to the same conclusion: social media is not a place where people come to purchase anything.

Read that again, because it will save you time and money. I've struggled to convert users at a profit using social media, even when presenting no-brainer offers for products at huge discounts.

Instead, I firmly believe the key to success is to offer freebies. This is also the less-intrusive approach. After people register, receive your freebie, and join your newsletter, conversions become exponentially higher. They've also given you permission to communicate with them over the long-term, and nurture them over time, before they eventually purchase.

Many, many of my clients choose to neglect this entire process, and want to convert users and followers faster. This is a mistake.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823 Likes
797 On Post
26 On Shares
20 Comments
6 On Post
14 On Shares
15 Shares
15 On Post
0 On Shares
596 Post Clicks
0 Photo Views
425 Link Clicks
171 Other Clicks
NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

This screenshot above is an example of successful boosted post test I've run. For a mere $20 ad spend, I got 15 shares of the post, which dramatically expanded its reach. I also received 596 clicks to my Amazon page – amounting to a mere 3.3 cents per click!

For only $20, I gave my book a significant extra push that helped it climb up the Amazon charts all the way to the top spot for three categories, which resulted in even more readers discovering the book.

Once they downloaded the book, they receive additional offers after the title page which got them into my mailing list and offered them promotions for higher-ticket products. And those who downloaded the book did convert, in very high numbers.

The process you follow may vary depending on the nature of your campaign and the product. But in most cases the best time to begin creating Facebook ads (in the form of boosted posts) offering freebies is well before your launch, perhaps two or three months in advance.

For example, I might publish this book first, use it to generate leads though free promotions,

and then follow up with a higher-priced product. It's all about getting them into the funnel, onboarding and building relationships, creating viral loops (whenever possible), and only converting after they've been sufficiently nurtured.

2) Facebook Groups

Facebook groups are becoming more and more relevant and important every single day. There are niche and sub-niche groups on Facebook for virtually every interest, and each are adding more members all the time.

The best promotions to offer to these groups, in tests we've run, are exactly the same as the strategy for Facebook boosted posts. Freebies work exceptionally well, especially free Amazon books. Amazon is a recognized source, while a landing page presents an unknown brand to the visitor (and conversions drop).

The good news is you can publish ebooks of any length to Amazon - I've seen ebooks that are only 20 pages long. Amazon won't directly give you readers' email addresses, but you can include a link to a landing page where they can offer their email in exchange for additional freebies from you (such as an audiobook).

In general, I think it's important to become a (somewhat) established member of important Facebook groups before you begin posting promotions. I try to follow the "jab, jab, hook" strategy. Leave a lot of helpful comments, answer questions. As a rule, I like to leave four or five helpful comments before submitting my own link.

After you've made your posts to each Facebook group, you can come back as many times as you like (say, 12 hours after you published), and "bump" the post, which will refresh your post to the top of the group (and into people's newsfeeds)!

This is a clearly a loophole and one of the easiest ways to hack Facebook group posts. What most people don't realize is that you can post a new comment on one of your existing posts, immediately delete it, and your post will still "bump!" The most subtle way to do this is to type (Y) - which will create the thumbs up sign. Your posts will refresh, and you'll drive more targeted traffic from groups.

As this is considered "grey hat," use this tactic sparingly for best results.

3) Status Updates

With Facebook, it's really important to make sure that your posts are getting seen. Many bloggers have complained that Facebook has "nerfed" their algorithm so that their posts are only reaching a tiny portion of their audience, and its true.

If you have an important update to make on your personal Facebook page (such as an upcoming launch), it's critical to get as many likes as you possibly can as quickly as you can. Every update has a shelf life, and the more likes you get, the more people you will reach with your updates.

The easiest way to do this is to create a few extra accounts using various emails that you own. Then you can manually log in to each one, and like a post. This is a good start, but what if you really want to take it further? If you have a tiny amount of money to spend, it's easily possible.

If you visit Microworkers (microworkers.com) and sign up for a free account, you can begin assigning "micro jobs" within minutes to remote workers for payouts as low as 10 cents. For 10 cents, you can ask "microworkers" to like your latest Facebook post, and even share it. You can also set the "speed" that you want workers to complete the task, so that it looks natural.

In other words, just by spending $5, you can get 50 likes, or 100 for $10, which will dramatically multiply your Facebook post's reach within your network, creating a snowballing effect.

If you're in the middle of a launch, you need to be posting often. At the same time, it's important to make sure that your posts don't compete with one another. If you post too frequently, one of your posts may get visibility but the other will be seen by no one.

That's why I try to make it a rule to wait at least 12 hours after one post before making a new one. Posts will naturally drop down the newsfeed as they expire in age… so have a fresh one ready when the old one drops. If you post too frequently, your posts will be competing with one another for real estate in the newsfeed.

I always try to make my posts early in the morning or late in the evening. That way I can reach the bulk of my followers who are concentrated in Asia and the US (morning in Asia is evening in the US, and vice versa). If I post while my audience is asleep then I'm missing the opportunity to reach them.

You can post whatever you want during your launch campaign, but showing success ("we're already 30% funded!"), endorsements, and so forth (along with a link) are great for social proof and getting others to join the bandwagon.

Create Noise With Thunderclap (thunderclap.it)

Thunderclap is a website that lets you time out a massive number of social shares at the exact moment you launch. Great for creating a storm of noise around your product.

The site is very straightforward and easy to use, simply create a new campaign and fill in some information, create a sharable message and upload some photos, and you're done. You can link people to your completed Thunderclap page where they can click a button to easily share word of your launch to Facebook, Twitter, or Tumblr at the exact moment you choose.

Thunderclap is great because you can begin mobilize advocates for your launch well in advance, and suddenly be seen everywhere on Facebook during launch day.

Reddit Hacks

Of all the discovery platforms out there, Reddit is my favorite for driving lots of traffic in a very short time.

If you can target the right promotion, with the right message, to the right subreddit, then you can hit a home run.

In a nutshell, the process of submitting to Reddit is very similar to posting to Facebook groups, with a few caveats. The "jab, jab, jab, hook" strategy certainly applies - the more active you are in the subreddits where you promote, the better off you'll be.

When I launched my book "Hack Sleep" I posted a link to /r/GetOutOfBed, which exploded and earned me thousands of extra downloads. "Hack Sleep" was the perfect product – market fit for this subreddit.

But be careful. It's important to first spend some time looking over the subreddit where you intend to post to make sure that your free book promotion will be welcomed. Every subreddit has a different character to it, and different moderators. Some do not allow you to post links. Some do not allow self-promotion by any means necessary.

Before you post:

1. Check the rules of the subreddit (in the right sidebar)

2. Look at the batch of existing posts in the sub. Are these only text posts? Are there links to other sites? If you see a few external links, then you should be fine.
3. Some subreddits require you to comment in them first before you can create your own post. In practice, it's best to follow the "jab, jab, jab, hook" practice advocated by Gary Vaynerchuk: before you post your own link into any group (Reddit or otherwise), write several helpful comments first.

In general, Redditors despise self-promotion and have no aversion to tearing offenders to pieces. So play to the crowds. It's much like a high school popularity contest. Use humor and personality in your post title. Assume the mantle of an altruistic benefactor. Charm the audience and you increase the odds that they will love you for it and support you.

Giving value, lots of it, always works. Here's an intriguing thought: what if I were to copy and paste, verbatim, one of the best chapters of this book onto Reddit, as a text post? Do you think that would get me a ton of upvotes, exposure, and potential readers?

Heck yes it would!

Rather than submitting a link, I could "fly under the radar" by submitting one of these chapters as a text post, and only casually drop a link in there, perhaps at the top or bottom of the post (or both). This would result in greatly extended reach (because Redditors prefer altruistic text posts more than promotional links), and get me tonnes of exposure and new readers.

If you're not launching an ebook, you can still write a great text post, only casually name dropping your product (along with a bright shiny blue link), and reach a huge targeted audience.

Even better, we could submit a great text post to large subreddits a month before our launch, with a link to a page where people can sign up as early birds, join our newsletter, and be onboarded ahead of time.

Blogging? Try Medium Instead.

If you do any blogging or content marketing, I highly recommend using medium.com as your publishing platform of choice (instead of your own website). First of all, Medium is great for SEO - articles that are optimized with a keyword phrase in the title (and in the post) rank VERY high in search engines.

You can also include a little blurb (with a link) to your product page at the top of your article, which drives a ton of traffic. With that said, SEO is a long-term game which won't help much in the short-term. Medium's "Publications" feature is another matter entirely.

Posting to Medium allows you to immediately get attention through their vast network of users who share similar interests. The publications feature allows you to submit a Medium article you've written to open publications.

This is significant because it saves you all the extra time and work of finding individual editors email addresses and pitching them articles individually - with one click you can automatically submit an article that they can repost.

Medium also allows you to import your Facebook and Twitter contacts so that you have a built-in audience for your posts from the very start.

Medium is super simple to use and to begin publishing, though a blog provides more options for customization (such as the ability to add opt-in boxes). Therefore if you're doing content marketing anyway, it doesn't hurt to use both. Bear in mind, however, that with your own blog you are 100% responsible for maintenance, updates, and everything else a blog requires to perform at its best. So unless you already own an established blog, consider starting out on Medium as it will give you a huge head start.

If you do guest blog posting and/or content marketing, make sure to prepare as much of the content beforehand as possible. Because after your launch has begun you may find yourself far too busy and distracted to write.

TRACK EVERY TRAFFIC SOURCE AND CAMPAIGN

This will take a little extra work, but definitely make sure to use the Google URL tool to get unique links for every traffic source and marketing initiative you deploy during your launch.

The data you get is invaluable; you can quickly learn which of your efforts are delivering the best return and double down on them. You can also see which of your efforts are producing a disappointing return and ignore them. You never know until you launch, so use unique URLs to get rapid feedback and tailor your strategy accordingly.

For the next section, I leave you in the capable hands of Jesse Leimgruber, founder of Neo Reach and Rage Hats (which he bootstrapped to $500k in revenue at age 15). Jesse is as good anyone

I've seen at launching online products successfully on a shoestring budget.

STARTING FROM ZERO: 30 PROVEN TACTICS TO ACQUIRE USERS WITH ZERO MARKETING BUDGET (via Jesse Leimgruber)

A few years ago, I grew my E-commerce site from $0 to $50k in monthly revenue just 3 months after launching. We didn't have a physical presence and I didn't spend one penny on marketing, every single sale came from free online channels.

Regardless of what type of company you run, one thing remains true: Getting new users to your site is the single most important factor for success.

Today, I spend all my time driving users to my startup, and these same tactics still work flawlessly. I've compiled every tactic I know into a single, easy to follow, list. (Keep in mind, not all of these strategies are applicable to everyone, so I loosely separated them into a few different subcategories.)

FOR PRE-LAUNCH AND BETA COMPANIES

People love giving feedback, interacting with founders, and discovering products before everyone else. For this reason, early stage startups have a leg up over established brands since you can leverage all of the sites designed for pre-launch companies. There are dozens of marketing tactics to drive traffic to pre-launch companies, below are a few ideas:

1. Submit your company to Erlibird.com
2. Share your website on Startupli.st
3. Run a crowdfunding campaign
4. Share your startup on Betalist
5. Throw a launch party, invite local meetup groups to attend. Better yet, link up with an existing meetup and launch at one of their events.
6. Share your startup on Reddit's /r/startups category

SUBMISSION & POSTING BASED TACTICS

If your website resonates well with users, it's very easy to leverage submission sites for traffic. On websites like Reddit, StumbleUpon, Hackernews and ProductHunt users decide what websites come out on top. So, if you have a good product that users like, these sites will literally

send tens of thousands of highly targeted visitors overnight.

7. Submit your website to StumbleUpon
8. Submit your site to ProductHunt
9. Share your launch on Hackernews and Reddit
10. Create a Crunchbase page
11. Launch a topic at Scoop .it and post your website into your topic page
12. Find what blogs appear in Google for your target keywords, leave relevant comments on those blogs

COMMUNITY INVOLVEMENT TACTICS

Forums, events and community education provides an easy way to reach a large number of people. While some of these tactics are very time-intensive, the return is well worth the input effort.

13. Ask for feedback on Hackernews using their ShowHN forum
14. Message meetup coordinators and ask for speaking gigs at local events.
15. Film your speaking gigs and share videos of your talks on your blog
16. Hold ongoing webinars that answer common problems in your industry, invite members from the community to join
17. Teach a class on Skill Share about your industry or niche
18. Teach a class on GeneralAssemb.ly about your industry or niche
19. Start a podcast, ask existing podcasts to give a shout out to your podcast

OUTREACH & PRESS BASED TACTICS

Even in the age of digital marketing, relationships are key. If you can build lasting relationships with relevant bloggers and journalists, you may never have to spend a dime on marketing. If you have more money then time, hire a PR firm. But if you have more time than money, you can do everything a PR company will do for yourself.

20. Outreach to bloggers and influencers, invite them to share your content
21. Write guest posts on other blogs
22. Reach out directly to target customers on LinkedIn
23. Use tools like MajesticSEO to see who links to your competitors, outreach to them
24. Contact school alumni on LinkedIn, leverage their advice and assistance
25. Ask potential customers about their problems, propose your product as a solution. Ask for

their feedback and get them involved.
26. Pinpoint a new journalist at a big publication, offer them an exclusive on your content. Provide them with data that only you have access to. Help the new journalist look good.
27. See where your existing traffic comes from and build stronger relationships with those sources. Look specifically for product lists, blogs, or press that is already sending you traffic.
28. Build relationships with owners of popular Facebook pages, ask them to promote a free contest or giveaway that you create.
29. Manually reach out to Twitter and Facebook followers of your competitors
30. Giveaway your product for free to Youtube reviewers and review bloggers

Become an Internet Celebrity: How to Hack Press and PR

I initially planned to include this chapter as a section in the previous chapter on launches, because a launch is primetime (and an alibi) to get as much PR as you can possibly handle.

However, this topic is worth devoting a chapter to in its own right. The strategy and tactics we'll cover here can apply to any situation. I think that while there are times are more optimal than others, there's no wrong time to pursue great press.

Getting press is one of the best and most cost-effective ways to expose your brand and your products to a wide audience. Press earns you new users, clients, social proof, traffic, and backlinks (for SEO) all at the same time.

Pursuing press can be a sprint, or a marathon. It can be both at the same time.

Earning great press for yourself and your products doesn't have to be hard. Since publishing my first book, "Buy Your Own Island" I have had myself and my books featured in more than a hundred blogs, podcasts, and publications from Huffington Post and Forbes to Entrepreneur on Fire, to large "niche" blogs like Location 180, Suitcase Entrepreneur, Superfast Business, and WP Curve. I've also been featured in newspapers, magazines, and radio outlets - from San Diego to New Orleans and Maryland.

If I really wanted to make a go of it, I could probably be featured in five times as many outlets. Getting featured everywhere was far easier than I thought. I don't say this to brag, but to encourage you. What I've done, anyone can do.

As a supplement to this chapter, I wrote a great deal about my experiences doing my own public relations in the book "Hack E-mail." If this topic is of interest to you and really want to make a go of it, I highly recommend you read that book cover to cover and apply all of it. It is currently rated 4.9 out of 5 on Amazon - my single highest rated book to date. If you can't afford the $2.99 list price, send me an e-mail (danny@openworldmag.com) and I'll send you a complimentary copy in exchange for a review.

Regardless of whether you read "Hack E-mail" or not, I'm going to share a ton of new information in this chapter about getting press that will put you ahead of 99% of people.

I'm going to be sharing a bunch of killer hacks and applications that make the entire process of finding outlets and pitching them fast, efficient, effective, and scalable. I owe an enormous debt of gratitude to my friend and fellow growth hacker Austen Allred for teaching me the scraping techniques you're about to learn. Listen to my interview with Austen here.

You can duplicate this exact process out of the box and turn it into your gameplan, leapfrogging everyone else where press is concerned. In my personal opinion, when it comes to public relations, I think the vast majority of people don't actually follow any sort of blueprint or plan.

I don't know the exact figure, but perhaps 99% of people who appear as guests on

podcasts don't even include a call to action or an offer to the listeners. They get a few minutes of fame, but do nothing with it. It's like pouring water into a bucket with holes at the bottom.

It gets worse. Most entrepreneurs I know don't coordinate their public relations efforts to coincide with launches or time them right for the most impact. If you get great press early enough in your startup or business cycle, it can provide a surge that marketing cannot match. Thanks to the social proof it provides, it also makes all of your marketing easier.

It gets even better. One really big interview on the RIGHT channel can provide a huge boost for you. After my friend Taylor Pearson published "The End of Jobs" one reader brought up the book to James Altucher, a NY Times Best-selling author and podcast host with millions of listeners. Shortly after the book launch, Altucher mentioned "The End of Jobs" on his podcast and interviewed Taylor the next week.

This exposure catapulted Taylor to top-ranked author overnight. This is a HUGE part of the game. If you can just get on one really big, highly-targeted podcast or radio show and give a killer interview, it can drive thousands of new visitors and users to your website, book, or product.

By the way, if you find that your particular product or business provides a benefit that is useful or valuable but not sexy or newsworthy, I highly recommend that you write a book. This will make this entire process so much easier. My first business was a digital marketing agency - nothing exciting worth writing about.

But my first book - which shared all of my best business and marketing secrets that I used to create that business - a lifestyle business that sent me criss-crossing the globe while only working two hours a day, easily got me access to more places than I could handle.

See the chapter on Kindle publishing if this idea intrigues you. I've created a ton of extra resources freely available for you too - just click here.

Now then, let's get into it and start getting you some press! *Adelante!*

Press is not something you do - It's who you are

The problem with public relations, as I alluded to earlier, is that there is no blueprint or standard operating procedure that makes the process efficient and scalable. Until now.

If you follow the steps listed in this chapter, in less than a day you can collect over 1,000 press contacts and begin pitching them in a semi-automated fashion. No matter your company or product, you should be able to get at least a dozen press mentions with minimal effort. I promise.

In my opinion, the best time to start doing public relations is well before you need it. Like, right now. I registered the domain for my own name seven years ago because I wanted to rank first when people Googled my name. At that time, I didn't exist online.

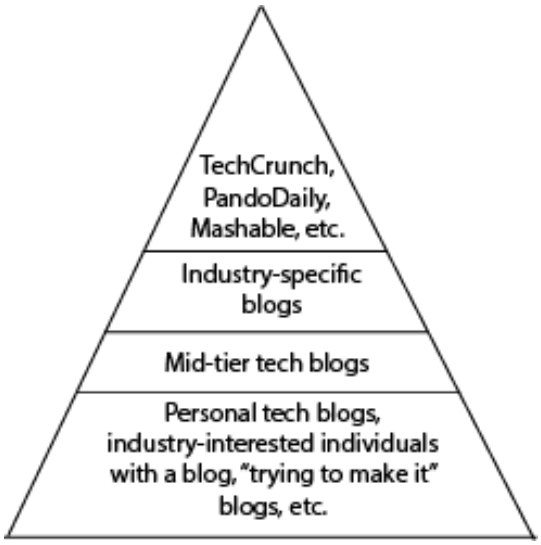
Fast forward to today, and nine out of the top ten results in Google are properties I own or pages featuring me. In the Images section, I'm featured in 13 out of the top 15 photos.

If you Google your own name and find nothing, you need not fret at all. You can actually start building up your own profile by yourself easily enough through Web 2.0 properties. You can create profiles for sites like Medium (and submit your own articles), about.me, Twitter, LinkedIn, Tumblr, WordPress, register your name and set a blog, and so forth. This an easy way to get a head start before you ever pitch a single person.

Once you feel ready, though, you need to start getting some love from third-party sources. If you want to get featured on the biggest outlets, it helps if you build your way up incrementally for social proof.

The easiest way to map this out is to create your own "press pyramid." Draw a pyramid with four different tiers. At the top you have your well-known, established news sites. On the second tier write out the large, established industry-specific blogs. Below that, you'll write the mid-tier blogs and podcasts, and on the bottom you can include personal blogs, smaller podcasts, and smaller blogs (that you probably have never heard of).

So for instance, if you're in the tech space, it might look something like this:


TechCrunch, PandoDaily, Mashable, etc.
Industry-specific blogs
Mid-tier tech blogs
Personal tech blogs, industry-interested individuals with a blog, "trying to make it" blogs, etc.

Now, we're almost to the fun part. It's time to start collecting a huge list of blogs and publications, sort them into different tiers, collect e-mails, make our pitches, and get featured!

We're going to "hack" this entire process so that it can be done in a single afternoon by semi-automating virtually all of it.

HOW TO SCRAPE AND COLLECT THOUSANDS OF OUTLETS IN MINUTES

The first step is to download the Scraper extension for Chrome. This nifty little tool allows us to instantly find thousands of related blogs and websites for any niche, keyword, or category, and export them to Google Sheets.

It's also incredibly easy to use. We'll start by visiting Alltop (alltop.com). Begin searching via keyword depending on your category or industry, and try to be as narrow and specific as you possibly can. Once you search for a term in the box, Alltop will provide a list of dozens of potential categories. Choose one.

For instance, I might choose the category "Travel." Scrolling down, I'll start to see a bunch of news sites and publications that I'm familiar with. But if I continue perusing the list, a bunch of blogs will pop up that I've never heard of before.

We can begin adding these blogs to a list individually, but why not have a little fun with

some automation? Find a site that looks particularly relevant to you and right-click on the title (red link) and select “Scrape similar…”

Within a few seconds, Scraper will compile a list of relevant niche blogs. In the case of the “travel category” we now have several hundred blogs. Boom! Now click the button, “Export to Google Docs.”

We can search other categories or scrape from other blogs, but within less than a minute we’ve now collected several hundred outreach targets and exported them into a neat spreadsheet. Give yourself a pat on the back, because this is already a huge accomplishment.

Depending on your niche, you may need to dig a little bit in order to find blogs. Repeat the process in as many categories that would be relevant to you. Once we finish with Alltop, let’s visit another site that we can scrape from: BlogRank (blogmetrics.org).

We’ll repeat the process, include our keyword in the search box, select “Categories” and search. Once again, we can right-click and “Scrape similar.”

Scraper might not compile a list of similar blogs from BlogRank at first. This is easy to fix. In the XPath selector on the left hand side you will see something like this:

“//div[2]/table/tbody/tr[6]/td/a”

All you have to do is replace the number in brackets after “tr” with an asterisk “*” (in this case a 6):

“//div[2]/table/tbody/tr[*]/td/a”

After you’ve done that, hit “Scrape,” and export to Google Docs. We’ll get nice nifty little spreadsheet just as before, however, in this case we’ll also need to remove the RSS feeds from the odd rows. There’s an easy way to do this (though it might seem complicated) using an algorithm, so just do the following:

1) Enter the following into cell C1: =MOD(ROW(),2)

2) With cell C1 selected (with a blue border), hover over the bottom right corner until it becomes a cross. Click and drag all the way down until you've reached the bottom of your list.
3) Click on the "C" tab to select the entire column, click the dropdown arrow, and select "Sort Sheet —> A to Z." This will remove all of the RSS feed links for us.

With this done, all we have to do is copy all of the blog names and links we've collected and combine them into one giant spreadsheet. Following this example, we now have over a thousand blog URLs in the travel niche, and we can easily repeat this process as many times as we want, in less than ten minutes. That's pretty awesome!

TAKING THINGS FURTHER -- FINDING MORE TARGETS

Collecting hundreds or even a thousand blogs listed in certain categories is a great place to start, but it's by no means perfect. We're still missing out on a bunch of other blogs that might not fall neatly into these categories that would still be highly relevant to us.

For example, when I performed a search in the "Travel" category, it omitted my blog OpenWorld Magazine, despite the fact that I have over 100 posts tagged as "travel," including the annual awarding of the "Top 30 Adventurers Under 30." If someone were using this method, they would not find me, nor would they be able to pitch me for inclusion in this list.

Automation is awesome, though we need not rely on a single source. I like to take some time and manually find targets to add to my list. For this, I'll often just use good old Google. If you know of a few big competitors in your niche you have gotten a decent amount of press, you can begin seeing where they are featured in order to get a head start.

We'll enter that person's name or the name of their product/company, and then begin excluding the sites we don't want by adding a subtraction sign along with those domains. This will include their own domain and Web 2.0 properties such as LinkedIn, YouTube, Facebook, Github, and so on.

So, I'll use myself as an example. If you wanted to pitch places I've been featured, you

might enter this query into Google:

danny flood -openworldmag.com -amazon.com -udemy.com -youtube.com -gumroad.com -facebook.com -linkedin.com -goodreads.com -clarity.fm -plus.google.com -stitcher.com

This search, which exludes my own blog and a bunch of web 2.0 properties gives us a decent sampling of blogs and podcasts within the first 20 results that one could collect and add to their list:

Superfast Business, Suitcase Entrepreneur, Extra Pack of Peanuts, Huffington Post, Entrepreneur on Fire, Content Champion, Natural Born Coaches, Wisestamp, Art of Adventure, and Freelance Transformation.

This gives 11 more links we can add to our growing spreadsheet. Next, let's click on the "Image" tab, and we'll get even more results:

Richard-Atkinson.com, Luminous Mind, Del Sol Magazine, Get Paid for your Pad, Two Monkeys Travel, Nomadtopia, Don't Stop Living, Create Your Own Life Podcast, Creative Warriors, Holocene, and Flowstate Collective.

Just from one quick exclusion search, we've now added 23 small, mid-tier, and large blogs and podcasts that someone could pitch themselves to. If your story or products were similar to mine, you could easily reach out to these hosts and blog owners, name drop me, and get yourself featured too.

Exclusion searches are great and you can do them for any well-established player in your niche (I don't like the word competitor, because the pie is not finite and many former competitors are now my partners). Always start with the person's name, and then simply subtract the results you don't want.

Let's take my friend Derek, as another example. Derek has been featured a number of places that I have never even heard of. So after taking a moment to exclude URLs I don't want, I have created a query like this:

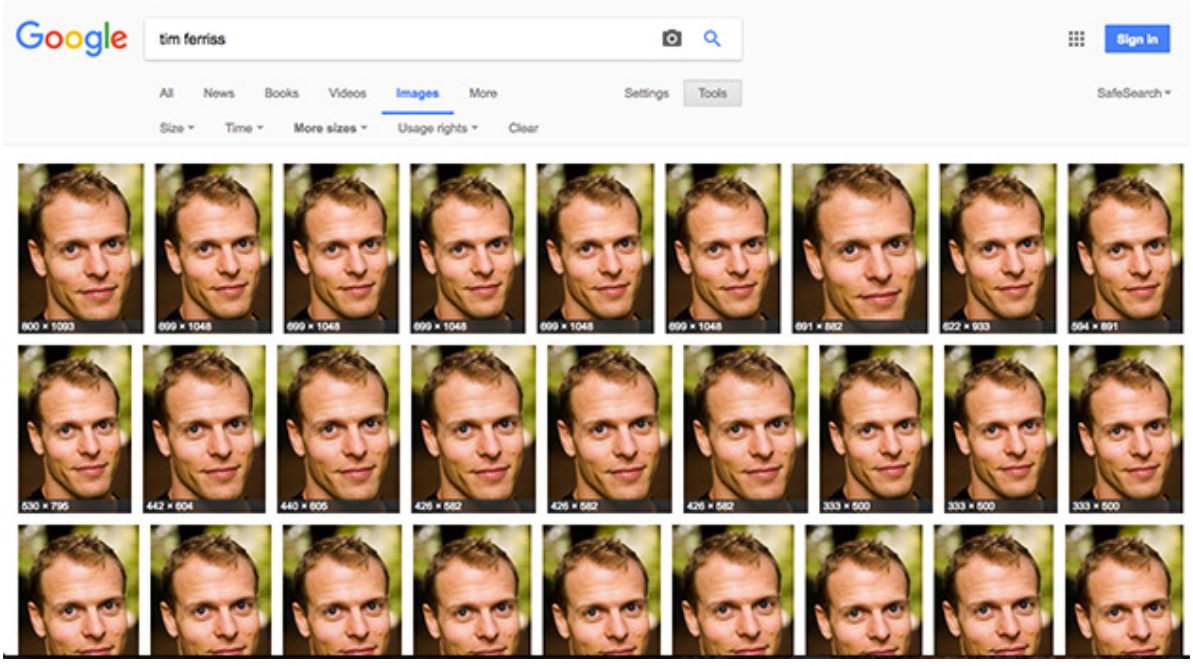
derek loudermilk -derekloudermilk.com -twitter.com -linkedin.com -facebook.com -plus.google.com -itunes.apple.com -pinterest.com -youtube.com -audioboom.com -stitcher.com -behance.net -patreon.com

Looking through the organic and image results under this search gives me at least a dozen new targets to pitch. Since I have a good relationship with Derek, I can ask for a warm introduction, or simply reach out myself with a name drop.

Not entirely automated but still easy nonetheless.

We can also go directly to Google Images (images.google.com) and click and drag an image into the search box, and click "All Sizes." This works great if another player in our niche launched a Kickstarter: we can see all of the places that featured the image of that product.

Or, I could search using a popular image from a well-known influencer:



We may need to exclude some of these, and we may need to sort through for relevancy, but this gives us even more potential targets to reach out to.

HOW TO REACH OUT

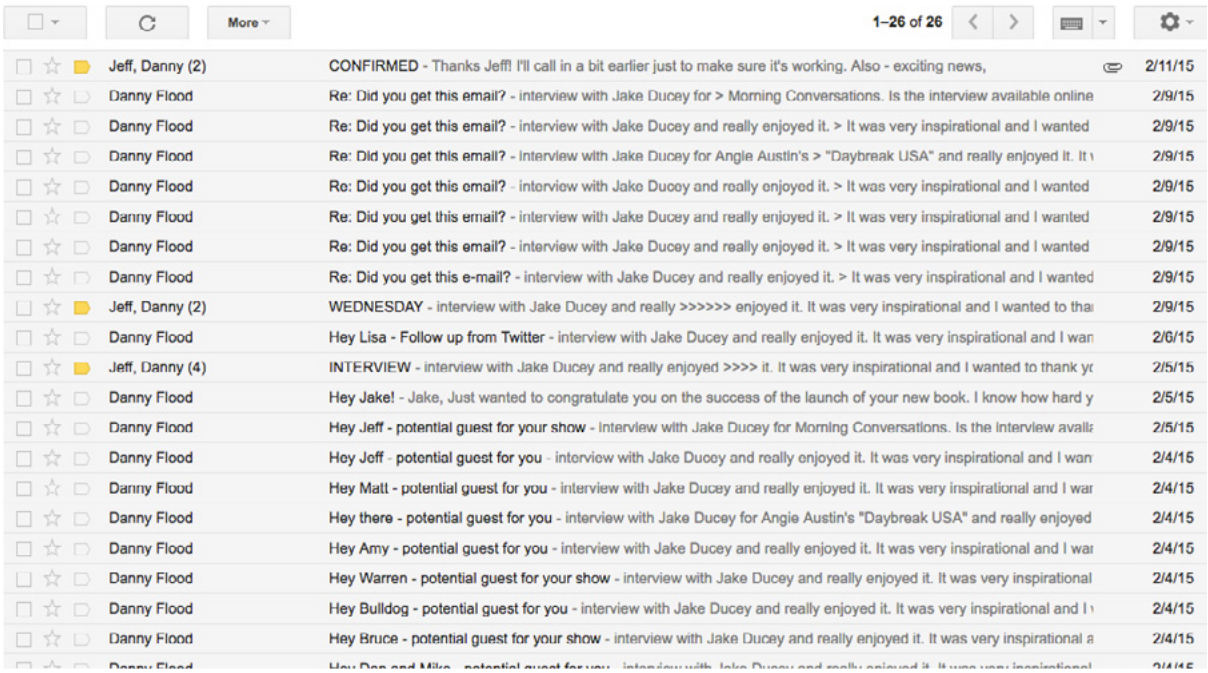
We now have more outreach targets than we know what to do with. We can easily import our list into Buzzstream (buzzstream.com), which can automatically help us to find all contact information and social media accounts associated with a domain. It also shows us the PageRank and Domain Authority of each website so we know which ones carry more clout.

Directly from Buzzstream, we can begin creating and using templates with personalized introductions, and start emailing people. Buzzstream starts at $24 a month, but you can also get a free two-week trial when you sign up, and cancel whenever you want. So it's definitely worth the time you'll save if you plan to launch a two or three month-long PR campaign. You can cancel whenever you're done.

With that said, there's nothing wrong with starting out with entirely free options, especially if you're just starting out. Hunter (hunter.io) and Toofr (toofr.com) are two additional services you can use for free to quickly discover email addresses. Hunter allows you 150 free searches per month for each e-mail address you use to sign up with.

You can then add these to a spreadsheet, and import them to a free plugin for Gmail called Streak. Streak allows you to use "snippets" (pre-written templates) which you can personalize, and also has a mass automated messaging feature called "Mail Merge" which allows you to automatically personalize a single message with the recipient's first name, website, and so on.

Be warned, though: mass emailing is a number's game, and you'll never get the same responses as you would if you took the time to write a thoughtful, custom message to each influencer.


More
1–26 of 26
Jeff, Danny (2) CONFIRMED - Thanks Jeff! I'll call in a bit earlier just to make sure it's working. Also - exciting news, 2/11/15
Danny Flood Re: Did you get this email? - interview with Jake Ducey for > Morning Conversations. Is the interview available online 2/9/15
Danny Flood Re: Did you get this email? - interview with Jake Ducey and really enjoyed it. > It was very inspirational and I wanted 2/9/15
Danny Flood Re: Did you get this email? - interview with Jake Ducey for Angie Austin's > "Daybreak USA" and really enjoyed it. It 2/9/15
Danny Flood Re: Did you get this email? - interview with Jake Ducey and really enjoyed it. > It was very inspirational and I wanted 2/9/15
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Danny Flood Re: Did you get this email? - interview with Jake Ducey and really enjoyed it. > It was very inspirational and I wanted 2/9/15
Danny Flood Re: Did you get this e-mail? - interview with Jake Ducey and really enjoyed it. > It was very inspirational and I wanted 2/9/15
Jeff, Danny (2) WEDNESDAY - interview with Jake Ducey and really >>>>>> enjoyed it. It was very inspirational and I wanted to tha 2/9/15
Danny Flood Hey Lisa - Follow up from Twitter - interview with Jake Ducey and really enjoyed it. It was very inspirational and I wan 2/6/15
Jeff, Danny (4) INTERVIEW - interview with Jake Ducey and really enjoyed >>>> it. It was very inspirational and I wanted to thank yo 2/5/15
Danny Flood Hey Jake! - Jake, Just wanted to congratulate you on the success of the launch of your new book. I know how hard y 2/5/15
Danny Flood Hey Jeff - potential guest for your show - Interview with Jake Ducey for Morning Conversations. Is the interview availa 2/5/15
Danny Flood Hey Jeff - potential guest for you - interview with Jake Ducey and really enjoyed it. It was very inspirational and I wan 2/4/15
Danny Flood Hey Matt - potential guest for you - interview with Jake Ducey and really enjoyed it. It was very inspirational and I war 2/4/15
Danny Flood Hey there - potential guest for you - interview with Jake Ducey for Angie Austin's "Daybreak USA" and really enjoyed 2/4/15
Danny Flood Hey Amy - potential guest for you - interview with Jake Ducey and really enjoyed it. It was very inspirational and I war 2/4/15
Danny Flood Hey Warren - potential guest for your show - interview with Jake Ducey and really enjoyed it. It was very inspirational 2/4/15
Danny Flood Hey Bulldog - potential guest for you - interview with Jake Ducey and really enjoyed it. It was very inspirational and I 2/4/15
Danny Flood Hey Bruce - potential guest for your show - interview with Jake Ducey and really enjoyed it. It was very inspirational a 2/4/15

Here's an example of a "Mail Merge" I sent from a decent-sized list of contacts.
Be prepared for a lot of emails to go unanswered. However, this process only takes a couple of minutes and with even a small sampling (30-50) of contacts you should receive a handful of responses. If I sent out 50 automated emails and receive more than 5-6 replies, I'll consider it successful. Normally I'll get around 10-12 responses.

But if you really want to make a serious go of your efforts, then take the extra time and devote an entire day to mailing 500 contacts using snippets or templates, with care to personalize each one for the recipient.

If you prefer to use an application that's lighter than Streak, you can also try "Templates" which allows you to perform the same function as Streak's "snippets."

What Should I Say?

I break down what awesome outreach looks like in detail in "Hack E-mail," so I won't rehash the same content. Instead, I'll offer here a few tips:

• Keep your pitches short. Two paragraphs or less.
• Edit out as many "I's" and "we's" in your email as possible. It doesn't matter if it looks weird. Do it.

• Never send a press kit or any document in your first email. Only send it if after the person replies that they are interested.
• Whenever possible, name drop and show credibility / social proof, though brevity is key.
• Show that you are familiar with the recipient's work and praise it, if possible
• Offer to share the piece and/or drive traffic from your network, subscriber list, social media channels, etc.
• Engage reciprocity: if you pitch a podcaster, write a 5-star review for them on iTunes before you reach out (and let them know!)
• Use positive anchors: upbeat subject lines and introductions

These are some standard rules that apply to any type of cold e-mail outreach. If pitching a product, book, or startup consider the following as well:

• **Share your goals:** Stating your goals makes you transparent, and it makes your cause easier to embrace. Etsy is an example: "To enable people to make a living making things and to reconnect makers with buyers."
• **Create a checklist for people telling them what to do:** If you create a check-list of what to do, it makes it easier for people to take action. It communicates that you know how to get things done and you've got your act together.
• **Make a great demo:** A great demo shows how a product works and how it enables people to do cool things. You want people to imagine what they can do in the demo.
• **Anchor and twist:** Explain your cause in terms of something familiar (anchoring) and then giving it a different meaning (twist). Example: "It's like Dirty Harry but set in the year 2100," or "It's How to Win Friends and Influence People brought up to date."
• **Unique Positioning:** Be the first / largest / biggest product provider in a certain category. It is easy to be unique by defining the market. Say specifically who the service is for. Ex: infomercials that begin: "Are you a male, over the age of 45, suffering from fibromyalgia?"

These points will help you start on the right foot as you work to create your mission and explain why other people should care. Tom Watson said that "to be great, every company needs a religion." So if you've neglected creating your mission, now's a good time to start.

Press Kits

Press kits can certainly help a great deal because they provide the recipient with information to help them customize your article or prepare for your podcast interview. These can be good to have, along with a ZIP file with a folder of your best photographs.

Here's an example of a professional looking press kit I received from Jake Ducey, a best-selling author who pitched me (the hoodie works for him):

jake ducey
author, speaker, activist
"Decades ago there were visionaries at Apple Inc. who changed the world; Steve Jobs and me. Now Jake is here to transform the world in his own right."
-Steve Wozniak, (co-founder of Apple Inc.)
"Jake is such a radiant and inspirational being because he has chosen to live a life committed to the full expression of his unlimited potential."
—Jack Canfield, NYT's bestselling author of Chicken Soup for the Soul series
"Jake Ducey is the ideal ambassador of inspiration for the next generation. This will be huge."
—John Gray, Author of Men Are From Mars, Women Are From Venus
• Age 23 - Youngest published motivational author by Penguin/Random House
• Amazon's youngest best selling author with his first book, Into the Wind
• MC'ing Warped Tour - 52 city national tour in 2015
• Humanitarian activist and Millennial spokesperson
• Inspirational speaker covering hot Millennial topics
The
PURPOSE
PRINCIPLES
How to Draw More Meaning into Your Life
JAKE DUCEY
"Do not go where the path may lead. Instead leave the path and make your own trail"
- Jake Ducey, TEDx
TEDx
"Jake Ducey brings a message built on his compelling personal story and insatiable zest for life in his speeches. He reminds us that the best path forward is the one guided by our own dreams." - Christopher Campbell, University of Washington
CONTACT // JAKE DUCEY | JAKE@JAKEDUCEY.COM | JAKEDUCEY.COM

Press kits, while helpful, are by no means mandatory. My preferred approach is to simply link to my Author bio page on Amazon, which is perfectly fine and legitimate. I also like to include a link to my media page on my site, which provides a long list of links to places where I've previously been featured.

If you have an interesting story that could provide an interesting angle, that can also help your case. People often won't want to promote someone else's business or give free PR to a company, but they love to cover interesting and unique story angles. You might include a brief snippet of your story in your email, or attach a full summary of your story in a separate document.

HOW TO CRAFT YOUR UNIQUE STORY

Nobody wants to give free coverage to businesses. It's not the kind of content that publishers like myself want to feed to our audiences, and it makes me feel like a sell-out if I blatantly advertise some company on my website.

Recently I was pitched by an online travel startup that wanted to get featured on my podcast. I had little interest in giving them free exposure, but the founder's background intrigued me. So I interviewed him to ask about his travel experiences, such as volunteering for the Red Cross at prison facilities in Uzbekistan and Tajikistan.

The conversation flowed towards how his travel experiences helped him form his travel startup, which blossomed into an 11-person team within just one year. He shared honest insights into how he grew his startup, providing value that other entrepreneurs could use.

Naturally, he could talk a bit about his company, but only through the process of giving value and without being self-promotional. As a rule, if your pitch is accepted, you should be committed to giving 95% value and only in the remaining 5% would you include a short blurb about your product or business.

The best way to create your own story is to get out into the world and say yes to every opportunity and new experience. One of the most popular podcasts I've ever published was titled: "From Homeless to Retired at 32 - World Nomad Justin Alexander." Justin, whom I interviewed in that episode, drew tremendous attention because he was living his own adventure, every day.

Another enormously popular episode was titled, "What it Was Like to Run Around

the Entire World with Tony Mangan" about an Irishman who, at 52, spent four years running around the entire world.

Be honest with yourself. Do you have a mission or gargantuan, compelling goals driving your actions? If not, it's time to introspect. Elon Musk is working on colonizing Mars. What are you working on?

FOUR STORY LINES TO CRAFT A STORY THAT DOES YOUR CAUSE JUSTICE

From Lois Kelley, "Beyond Buzz"

1. Great aspirations. Our heroes want to make the world a better place and know there must be a better way. Working nights and weekends, they create something that people love more than their wildest dreams.
2. David vs Goliath. Goliath has a head start, incredible resources, and a cast of thousands. But David takes him on and defeats him, showing that the underdog can succeed.
3. Profiles in courage. Injustice, pain, and suffering are making our heroes' lives miserable. Despite these woes, they persevere and accomplish great things.
Personal stories. "Epic" is not always necessary. "Illustrative" is enough - talk about your personal experience doing something, or using a product.
4. Get people as close to the scenario as possible: Pay attention to detail. When telling a story, immerse people in the experience. When it comes time to pitch, make the setting as realistic as possible.

Social Media Sales Funnel: How to Automate Lead Generation

Leveraging social media to share your message with the people that you want to connect with is one of the most effective strategies to promote yourself and your business at virtually zero marginal cost.

Through the use of hashtags, we can easily pinpoint and target our audience, and interact with them. We can see what people are sharing ***right now,*** and reach out to them. At our fingertips are an endless number of potential leads, contacts, prospects, website visitors, and subscribers. Groups and communities also provide us a goldmine of pre-established pools of targeted audiences.

It costs us nothing to communicate with them, and with a touch of automation thrown into the mix, we can accomplish all of this at scale.

With that said, a lot of people struggle to figure out to effectively connect and communicate with potential customers through social media. Many marketers think the purpose of marketing on social media is just to sell, so they run Facebook ads. They're stuck using outdated Web 1.0 methods - where a brand broadcasts vertically to its followers - rather than newer, more effective models of mutual interaction where brands and products are valued because they reinforce an individual user's identity.

And as a result, many marketers and entrepreneurs alike hit a "wall" trying to market themselves on social media platforms and never really get past it. And we're going to address what that wall is - and how to get over it in such a way that you actually won't believe how easy it is.

Through combining white hat, best practice communication techniques with a little bit of gray hat automation, we can deploy VERY powerful campaigns to "hack" social media and gain maximum leverage at minimal cost.

The strategy I'll share in this chapter works for virtually any business. I executed this method for the guesthouse where I'm writing this in Thailand. I offered to help them to craft an effective message to deliver on social media, and then set them up on Massplanner software running full-time on a VPS to schedule and distribute those messages automatically to the most targeted users (and prime prospects).

Only a few days after doing this, customers began to show up on their doorstep, reporting that they found the business through Instagram. And this was accomplished with what was previously a very old, inactive page with only three photos, and less than a dozen followers.

While the funnel and sales strategy of each business will vary, anyone can leverage this powerful top-of-funnel strategy to create an exponential number of prospects on auto-pilot.

But, before we jump into it, I should preface this with a couple of disclaimers…

• First of all, I want to be clear on one thing: the entire purpose of every marketing campaign that I execute, both for myself and for my clients, is to increase revenue.

When my clients are paying for my services, it's because I am entrusted to be their rainmaker. These services need to pay for themselves, and my first role is to find out how to make that happen.

This can be accomplished several ways: it could be through direct sales, it could be through affiliate signups, it could simply involve increasing subscribers to build a newsletter that advertisers would like access to. Every business model is a bit different, but the common thread is to increase revenue.

With that said, the purpose of your initial outreach through social media is **not to sell.** The hard sell **often does work** with an e-mail newsletter, but it never works on social media. And we've run countless tests on this. We've come up with some very excellent offers, some very valuable coupons, discount codes for some excellent products and shared these with highly targeted prospects.

But these messages are consistently ignored. And for good reason!

As mentioned, we're no longer in the Web 1.0 world where we could simply broadcast our messages to willing consumers. We're in the Web 2.0 world, where everyone is their own broadcaster. A space where we leverage our networks, and the individual is at the nexus of it all.

So, what we need to do is to get inside of these circles, and work our way into these interpersonal networks. We need to be able to fly under their BS radar, and do it in a way that's a little bit incognito; that they can't pick up on.

When you come up against that BS radar, when you try to sell something to them, you lose them - usually forever.

Pardon my crude speech, but permit me to use a metaphor for comparison. Single men, when referring to women, call this radar a "bitch shield." Any attempts to "pick up" an attractive woman will be deflected by this shield, a sort of psychological self-protection mechanism to ward off advances from men.

Consumers have this same shield around them too. You see it any time a homeless man

begs a stranger for change and the person walks by without acknowledging the man's existence.

We can't ask anyone to do anything until we create a relationship with them first. While this requires a bit more patience and social savvy, fortunately for us, we have at our disposal a simple formula (revealed in this chapter) to create and advance these relationships down the path we want to take them.

If you can figure out how to fly under this radar effectively, you will possess immense power to persuade and direct your audience, your followers, those who become part of your network, to get them to do what you would like them to do.

Can you guess how to do that? I've hinted at it a couple of times in this chapter.

It's the word "personal" in "interpersonal network." You need to communicate with them as a friend, and offer them the same things that friends do: friendship, support, praise, light banter and communication.

You have to find a way to get under people's radar because we are all so used to being spammed, pitched, and advertised too that these messages bounce off like water off of a duck's back.

HOW TO CREATE MESSAGES THAT STICK

My formula is rather simple. Simple works.

First, messages I like to send always start out in an overwhelmingly positive fashion. The easiest way to establish rapport quickly is to make the other person feel good; and these messages are designed to do so. We want to create what's called a "positive anchor" and anchor ourselves to feelings of pleasure, so that the recipient welcomes our subtle intrusion into their personal bubble.

Examples might include phrases such as "really love your work," "wish you nothing but the best," "good luck with your goals, let me know if I can support you," and so on.

And then the next thing you do, is you drop in a sliver of information about yourself, but do so

in a way that establishes common ground; creating a bridge between two people. Perhaps this means connecting over shared passions or shared objectives.

Humans are interdependent creatures, and delivering value to people's lives means helping them to get more of what they want: more status, more love, more fulfillment, more wealth, more appreciation, or just a sense of friendship and belonging. So there should be an element of this in the message structure.

In the case of this guesthhouse, we send messages to travelers in Thailand that say "We love your photos of Thailand! If you ever come to Chiang Mai, come visit and enjoy a free coffee on us. We'd love to meet you."

No hard sell here: we're just communicating with them the way that friends do, by inviting them to join us for a coffee. We're also offering foreign travelers friendship and belonging in a new city (which they may just so happen to visit in the near future).

The first contact is markedly absent of any form of product-pushing or self-promotion. This is the first and one of the most important things to realize, as it's where most people fail. You absolutely should extend a great offer, but this should be done in a tactful and smart way, starting with your Instagram bio.

Whenever we do outreach through social media, it's always a **top of funnel activity.** Imagine this metaphor: you're speaking at the local Marriott to a room of people. You introduce yourself, share your story, and give a little information about how you help people get more of what they want. Twenty out of those 100 people are interested in you and what you do and would like to talk more.

So you move those people to the front of the room, near the stage, and the others find their way out. Then you establish a deeper relationship with those twenty who are prime prospects, perhaps going out to a dinner party after the event is over.

You take these people that you met at the event, and then you switch the venue. By switching the venue, and extending your length of time together, you deepen the relationship. Through this process, people can get to know you better, you get to know them, and you learn how to help each other with your goals.

And we can do this online, too: visitors from your Instagram page can click through to a landing page on your website, and then perhaps subscribe to receive correspondence from you via

e-mail.

And this is essentially how it works when we're scaling up a brand through social media. Our prime objective is to increase revenue, but it's not to hard sell. It's to develop these strong networks.

Keith Ferrazzi, in the book "Never Eat Alone," says that you need to communicate with someone through three different mediums before they feel like they can get to know you. Some examples: Instagram, Facebook, Facebook groups, website, a slack group, a group chat, e-mail, phone or Skype call, lunch meeting, etc.

One final note: while it's entirely possible to promote offers directly through social media channels like Instagram, conversion rates are always going to be a tiny percentage of what they will be through an e-mail newsletter. Many of my clients become stuck on this step, because they don't link their Instagram followers to a targeted page (instead of their website's homepage) and into an e-mail newsletter, and miss out on most of the real action.

People do not log into social media to shop, they go their to get their daily (or hourly) dopamine fix of appreciation, belonging and friendship. Recognize this, and know how to gradually move these contacts into a deeper relationship with you and your brand through multiple forms of media/communication and you will hold the key to tremendous leverage and power.

HOW TO AUTOMATE THE OUTREACH PROCESS

Now for the next disclaimer: use this technique I'm about to teach you (and all of these techniques I share in this book) 100% ethically and responsibly. That goes without saying, and I'm very serious about this.

Many people ask me what I use to perform automated commenting on social media, and I always reply that automation is not a "silver bullet" quick fix to their marketing woes. Automation when done correctly is very powerful, but when done carelessly is nothing but spam.

First, we need to get the basics right. We need to get our messaging right, and we need to deliver it to the right market, using the right media. And we need to optimize our funnel so that all of these people who attended our event and expressed interest don't exit the room afterwards.

Automation is only a tool to scale up what works manually. It's like a hammer. But a hammer can be used to both build a home and destroy one. And it requires a set of capable hands and a degree of knowledge and experience for best results.

With that said, I have come to rely on an excellent tool called MassPlanner. Unfortunately, Massplanner closed its doors to the public before this book went into publication and the only way to get access to this excellent tool is by receiving an invite from a member. There are still others that can perform these functions such as Jarvee, Followliker, and others.

MassPlanner and Jarvee (both are, for all intents and purposes, identical) are fairly straightforward to use; it can automate a lot of functions on your social media accounts such as following specific people, liking certain posts, and of course, commenting on other people's posts.

From a technical standpoint, setting up an outreach campaign is relatively straightforward.

Within Massplanner/Jarvee, we'll first connect our profile, by adding our username and password under the social profiles tab, and verifying the account. In this example, we'll use Instagram.

Then we simply set the "Sources" where we want to comment and type the comment we want to write.

Next, we'll start creating some spin syntaxes. If you've never heard of a "spin syntax" before, it's a way of keeping your messages unique and original by filling in variations of words.

For example, a message might appear like this:

"Love the photos you share on your page. Wish you nothing but the best and keep pushing towards your goals."

But with spin syntaxes, you might write the above as such:

"{Love|Like|Appreciate|Enjoy} the {photos|pics|images} on your {profile|feed|IG|page}. {Wish you nothing but the best|Wish you all the best|Wishing you the best always|Wishing you well always|Best of luck always} and {keep pushing towards your goals|let me know if there's ever any way I can help|let me know if there's any ways we can support each other|would love to connect with you}."

The commenting tool will randomly select a variation within the bracketed sections and "spin" the comment so that each one is unique. In general, the more variations you create the better. Just be sure to "test" these after you write them to make sure that they make sense.

As you create your message, remember that this type of outreach, regardless of the medium or whether it's manual or automated, is a top of funnel activity. It's about sharing and connecting.

The next thing we need to do is select our sources. Check around on Instagram and come up with a list of hashtags that represent your target audience. Make sure to check every single one to ensure that it's truly the market you want to reach. You want it to be as specific as possible and narrow, but you don't want it to be too small that you don't have enough outreach sources to target.

While you can get away with creating a single message to say, ten different hashtags, I find that it's much better to create several different messages and vary our hashtags somewhat. It looks very strange if we keep repeating the same message across thousands of accounts, but if we create five or six different types of comments, it will look much more natural.

We're almost done. The last step is to define our "Settings" and start the campaign. I set up my account to comment every 5 to 30 minutes, once or twice per operation, with no maximum limit. Limit the maximum number of comments to one per user, with filters "Posted within the last X days" set to five, and "Filter by number of likes" set between 10 and 500,000.

That's it! Click "Start Auto Comment" and your outreach campaign is underway. Congratulations!

In the next chapter, we're going to discuss automated outreach tactics in more detail, but I think it's important to start by understanding the mindset and strategy first so that what we scale is grounded in best practices.

Always remember to play the long game. Behind every phone or computer screen is a flesh-and-blood person with a kaleidoscope of moods and emotions. Don't ever pressure people to do too much for you too quickly, because you will lose their attention and possibly piss them off.

I would never send a promotion code to strangers in my first message. Instead, I would work to create a real human to human relationship first, show that I'm a cool guy who is worth knowing, and only if the person is interested and asks what I do, would I talk about my product

(and possibly offer a “friend’s only” discount).

So that’s the real lesson: play the long game. Nurture these relationships over time, and you’ll see the dividends. I’ve had leads who have taken many months before they became a client. And some leads never did become a client of mine, but we were still able to share resources and help one another.

These are still very valuable contacts. And none of this happens as a result of trying to forcing your offer onto someone, pressuring them to buy, or - God forbid - spamming them. It comes as a result of nurturing these key relationships and giving value to them, because a rising tide lifts all boats.

How to Automate Your Marketing

Note: Due to a request from Instagram, Massplanner was recently discontinued for new users. The only way to register for a membership is through receiving an invite from a member, which you can find in a private forum or this Facebook group. Jarvee has also emerged as an alternative with identical features.

I have a confession to make. In the past, I never seriously considered that social media could provide a worthy ROI based upon the time needed to invest in it. Perhaps you may feel the same now.

Yet time and again I kept hearing of so many online businesses blowing up through platforms such as Instagram, Twitter, and Pinterest that I decided I needed to take a more proactive role growing my social media.

I read all of the beginners "getting started" articles that I could find, but didn't find them very helpful. The thing that stumped me at first was having to login each day,

post consistently, and manage everything manually. In the beginning, it was incredibly tedious and time-consuming.

For example, multiple sources suggested I use the app Crowdfire to manually follow and unfollow people, which over time was supposed to grow my own following. But the application had follow limits, so I could only follow 100 people per hour. And then they "nerfed" the free version even more, so that I could only follow 25 people an hour.

At any rate, I could quickly see that manually clicking follow or unfollow several hundred times per day to slowly grow my audience was probably not the best use of my time. My goal is to leverage technology to give me MORE free time, not become a slave to it! After a few weeks, I gave up.

At that point, I had collected about 600 or 700 followers. But I had far too many more important things to do than blindly clicking a button on my phone, such as writing books, blogs, courses, and consulting with clients.

Around this time I received that golden nugget of "insider info" - similar to what you're reading in this book - from a fellow blogging friend. In only a couple of short years, she had risen to become one of the top three most influential bloggers on social media in a very competitive niche.

Her secret can summed up in one word: automation. She had found ways to automate all of the tedious, time-consuming aspects of her business, which allowed her to 10x what she could accomplish.

After following her advice and trying this for myself, I realized: automation is the closest thing one can have to super powers.

Within a few days, my Instagram following was up to 1,200 real, targeted followers. Within a week, I'd passed the 2,000 mark. I began to average 1,000 new followers per week, and six months my following had built up to 20,000 real, targeted, engaged followers. One year quickly went by, and I was closing in on 40,000.

There are many stories floating around the web of accounts growing faster than this,

sure. But automation makes this process predictable and repeatable - what I have done, you can do, and it's as easy as breathing.

During this time I set up a productized service business on the side and was able to duplicate similar results for dozens of clients. And let me tell you, when you have an audience of this size, fun things start to happen.

Ever since I begun publishing content through my blog and books, I sought to build an audience of 10,000 e-mail subscribers. But anyone who has tried to build an audience from scratch has realized that it requires a lot of work, expensive giveaways, a large marketing budget, or some brilliant strategy.

For every consultant or coach you may have heard of who has built up a substantial mailing list, there are a hundred others struggling to do the same.

For the average person, it is not easy. And I know quite a few "marketing consultants" who are only able to build big subscriber lists by spending tens of thousands of dollars on advertising.

Building up a following on social media - if you have an afternoon to spare and follow what I'm going to teach you in this chapter - requires neither hard work, a budget to blow on paid advertising, nor direct marketing brilliance.

Rather, it simply requires the simple solution that I believe will power the future of all work over the next century: technology and automation.

For a very affordable price, you can license your own copy of MassPlanner for six months, set it up on a VPS, and replace yourself with your very own hardworking virtual computer. You could do it this weekend and begin to reap the benefits. Unlike an employee or virtual assistant, your automation software never sleeps, eats, rests, or gripes about the work you tell it to do.

I remember the rush of excitement I felt knowing that I had my own virtual computer working for me full-time, around the clock. It was the coolest feeling ever. I had a smile from ear to ear and a boundless energy in my step. The colors of the world seemed more

vibrant. Even food tasted better.

I felt like Batman.

For as long as I can remember (going back to high school), I wished that I had a clone that I could pass along difficult work to. Now I had finally achieved that dream - or at least, had come as close as I could.

It felt unbelievable.

MASSPLANNER

There are quite a few automation tools out there, especially for social media. The one I've chosen to use in my own business (and deploy for clients) is Massplanner. Although there are other pieces of software which perform similar functions, such as Instagress and Followliker, I've found that nothing is as powerful or offers such as extensive set of features as Massplanner does.

Massplanner is a one-stop social media solution that runs across a variety of platforms: Facebook, Google+, Pinterest, Instagram, Twitter, LinkedIn, Tumblr, and even E-mail.

The software boasts an impressive array of built-in features, plus a large and growing number of additional "modules" that you can purchase, for a one-time fee, and they are adding new ones all the time. The team behind MassPlanner has also created an extensive number of blog posts and videos showing how the many different features work.

I've been using MassPlanner for about a year and a half now, and while there are still many features of this powerful platform I have yet to explore, I will walk through some of the most important ones, including the basics and some advanced strategies that I've been using to great effect.

The cool thing is, you can use the software in such a variety of ways (such as integrating it with the "hack" I discuss in the Product Hunt chapter), that you are really only limited by your imagination! Basically, you become the "brain" behind the marketing campaign

and let the software do all of the hard grunt work for you.

It's a sweet setup, and you may even become addicted to social media marketing once you experience these new superpowers firsthand, as I have :)

FOLLOWING, UNFOLLOWING, LIKING

The first standard feature that Massplanner can assist with are the bread-and-butter actions of following people, unfollowing non-followers, liking posts, sharing and retweeting, and so on. These are the mundane, boring, repetitive daily tasks to grow our accounts, and it's safe to say most of us would rather stick a fork in our eye than have to perform these manually.

Once you've set up your profile by adding your login information and verifying, hope over to the "Tools" tab within Massplanner. First, we'll set up the "Follow" actions.

Follow Settings

As of 2019, it's becoming more difficult to grow accounts by following and unfollowing as platforms such as Instagram have implemented blocks on this type of behavior.

So if I'm going to pursue this strategy using Instagram, I'll set the tool to follow a conservative number of accounts per day, to follow between 5-45 people per hour, and wait 35 to 90 minutes between operations.

In the past, one could follow 800-1200 accounts per day from a single account but this is no longer possible. I want to make sure my settings are slow, steady, and conservative -- the way a human might perform these actions. It's also a good idea to check "Enable Advanced Options" in Massplanner/Jarvee and check that the follow/unfollow actions are performed from the embedded browser, to ensure your accounts stay safe.

To improve the chances that we'll be followed back, we'll scroll down and check the box "Like user's latest posts," and set it to 2-3. Then we'll also make sure we tick the boxes "User has a profile image" and "Do not follow private users." We could also tick "Enable automatic follow/unfollow" but I prefer to manually stop following people once I reach

7,000 (Instagram only allows an account to follow a maximum of 7,500 people).

Finally, we also have the option to tick the box "Send a direct message after follow" and input a message to send to new followers. While this can no doubt be very effective, I tend to not use it as much.

In campaigns that I've run, I've found it more effective to extract targeted prospects by hashtag or geo-locations using the "Contact" tool and messaging those prospects instead, rather than anyone who happens to follow an account. With a good message perfectly targeted to the right niche, you can expect responses.

Back to the Follow tool. Let's navigate now to "Follow Sources." To get the most engaged followers, I like to start by selecting the tab "Follow users that interacted with posts on target accounts," and then add a list of accounts within my niche that have a high follower count and engagement per post.

If you haven't yet, take some time to browse Instagram and find at least 5-10 model accounts with lookalike audiences to your own. You can also click the downward arrow next tab next to the "Follow" button of an account to have Instagram suggest similar accounts to follow. Input one account per line into the text field in Massplanner, and click "Add."

Next, we'll scroll back up to the top and tick "Follow people by keyword search." For this, we'll go back to Instagram and use the search box to begin finding hashtags to target.

Do not half-ass this step. This is your targeting, so you want to make sure you are pinpointing the right hashtags, otherwise you'll attract the wrong people. Do not guess. Take the extra time needed to see what Instagram suggests, look at dozens of different hashtags, check out the top posts, and see what other accounts are including in their photos. The more targeted you are, the better results you'll have, so browse the photos for every single hashtag you look at to ensure that it fits your customer profile.

Once you've created a list of hashtags, you can add these into the keyword search box, separated by commas, and . Do not worry about adding the actual hashtag, you can simply include the keywords.

Example: digitalnomad, laptoplifestyle, lifeofadventure, etc

With these two follow sources checked, we're set, but let's go ahead and tick "Follow friends of target accounts" for good measure. Just as before, add some additional Instagram accounts by line and click "Add Account Followers."

The great thing is that MassPlanner / Jarvee automatically track the followback ratio for each source that you select, and you have the option to automatically remove sources if they fail to reach a certain followback percentage (such as 10%). This way, in time you can narrow down and know what your highest performing follow sources are.

Click "Start Auto Follow" and you're done! With this one step, we've completely automated something that would take countless hours to perform manually. Give yourself a pat on the back, because that's pretty awesome.

Let's finish up by navigating to the "Follow Back" tab, and switching that on. Then we'll go to "Unfollow," and configure our settings. Mine are: unfollow five days after the application follows someone, wait between five and ten minutes between each operation, and unfollow between five and thirty-five people per operation.

That's it! In a very short time, we've set up the standard follow, unfollow, and like settings. Massplanner will start working for us immediately, and continue working for as long as we license the software.

AUTOMATED COMMENTING

When done correctly, automated commenting is VERY powerful, because it is an easy way to begin conversations with targeted prospects that lead to opportunities. Consult the chapter "Social Media Sales Funnel: How to Automate Lead Generation" for a full breakdown on this strategy.

CONTACT USERS

One of the most exciting features within Massplanner is the "Contact Users" function.

The basic premise is very similar to the "Commenting" function, except that this allows you to direct messages users via the inbox!

For Instagram, this solves one very important shortcoming of the platform: you can build up a huge following, but unlike an e-mail newsletter, you can't contact them all directly.

With this tool, not only can you direct message your own followers on the platform, you can also direct message followers of other accounts, users who liked or commented on an account, users who tagged content with a certain hashtag, and so much more! You are only limited by your imagination.

The "Contact Users" module also enables you to send custom automated direct messaging on other platforms such as Facebook and Twitter. The only real downside to this function is that you have to limit how many daily messages you send. On a platform like Instagram, you could get locked out of your account if you are sending out too many direct messages too quickly.

Therefore, I tend to set this feature at 20-30 messages per day (and 10-15 for Facebook) and let it run slowly over an extended period of time, rather than simply sending out a broadcast to 40,000 followers at a time.

Another option you have is to also set this feature to only send messages on certain days of the week. This helps if you feel overwhelmed by the number of replies you receive. For me, every Monday is "Marketing Monday," and I can let the tool do much of my outreach for me.

In actual practice, I tend to let the tool run for a few days, sending about one message every 60-90 minutes. Then I tend to get overwhelmed with messages and will pause it for a few days, take time to reply to every response, and repeat the process.

How you choose to implement this strategy in practice is up to you, you really can have more leads than you can handle!

EXAMPLE WORKFLOW OF THE CONTACT USERS MODULE

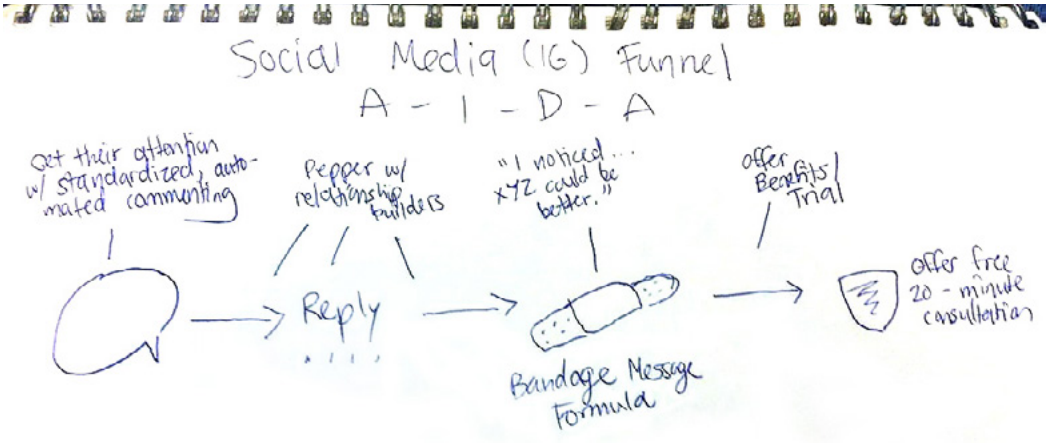
(FACEBOOK MODE)

"Have a goal to make at least 200 mistakes a day. So rather than thinking 'I need to do this exactly right,' think 'I need to do this 200 times wrong,' and then you technically can't fail."
-Benny Lewis, Fluent in 3 Months

For the purpose of lead generation (and building your tribe in general), deploying the contact members feature on Facebook kicks ass. Facebook groups are basically targeted and engaged crowds of potential prospects, and with a well-written automate message to members, we can start conversations with an endless number of leads.

Before we begin to automate anything though, it's important to map out exactly how we'd like these interactions to go, in the form of a conversation timeline.

This should never be too complicated, usually a rough sketch will do. It's more better to start with a loose framework and then run tests to see how it executes in reality, and adapt.


Social Media (IG) Funnel
A - I - D - A
Get their attention w/ standardized, automated commenting
Pepper w/ relationship builders
"I noticed... XYZ could be better."
Offer Benefits Trial
Reply
Offer free 20-minute consultation
Bandage Message Formula

Example of a rough sketch I created before a campaign - in this workflow we outline the steps from initial contact (via Instagram) to point of conversion.

With this step done, I'll next save templates at each step in the interaction to rinse, reuse, and repeat. Again, these are just loose frameworks to guide us when we sit down at our desk to work in the morning.

It is also very important that we define the objective. Why are you contacting all of these people? Starting interactions with no linear path to an action or goal serves no purpose. And vague, meaningless objectives such as adding new friends is not nearly good enough either.

Before we turn on the automation tool, it's far better to start these conversations with a goal of generating leads or growing a community (such as a Facebook group or an e-mail newsletter).

This might seem obvious, but you'd be surprised how many people rush to deploy tactics without first having a sensible strategy in place. They want to scale up fast yet whether what they're doing is worth scaling in the first place, to them, is a secondary consideration.

If your objective is to generate leads on Facebook through automated messaging, a tried-and-tested process could look something like this. We'll use Facebook groups as an example (the first two steps are optional but I recommend to start with them regardless):

1. Begin by joining and manually posting to several groups on Facebook that are unique and relevant to your niche. Generally, the best first post you can make is an introduction post. Tell some cool facts about yourself, perhaps add a little humor, and maybe some drop awesome fact about your business (keep it short).

Then sign off saying that you're looking to network and meet people, and happy to help if anyone has questions about your area of expertise. You can often gain new prospects just by this step alone.

2. After you've spent a couple of weeks posting to a dozen or more groups, try to gauge which two or three groups performed the best. Specifically you're looking to see which of the groups generated the most engagement / leads / clients for you. These are the ones we'll focus on.

3. Pick one of these groups and scrape member profiles in Massplanner using the "Extract Members" tab under the "Contact" module of your account. Just copy the

Facebook group URL and paste it into the box, and click "Extract Members."

A couple of notes: the interface of the "Contact" module will vary somewhat depending on which social media platform you are using. The most important option to check within the module for Facebook is the "Scroll the search page" box. By default it will be set at 60 seconds, I recommend to set this number much higher. Long story short, this will help prevent any timeout errors the tool might run into and help you scrape more users.

Similarly if you're using the contact module in Instagram, it will extract 60 users by default; it's probably good to set this higher. If we want to message 25 users per day for a week, we'll need to extract at least 175 users. You can choose to extract as many as you like, if a group has 20,000 members than you can extract them all (though it might be best to start with smaller segments).

In general, though, remember that in this workflow we're using settings of contacting 10-30 per day, so plan accordingly. If you extract 1,000 users, and contact an average of 20 per day, that will be enough for a 50-day campaign (1,000 / 20 = 50).

4. Once the tool is finished extracting, click "Use Members," and begin creating your message. This is usually a simple greeting and an introduction, such as:

"How are you doing [FIRSTNAME], my name is Danny and I saw that we're both members of the [XYZ] group.

How have your results been with [ABC] so far?

[Personalize with your experience with XYZ] and I've been getting good results so far. I'm looking to meet fellow [members of niche] to support and learn from each another :) Best wishes."

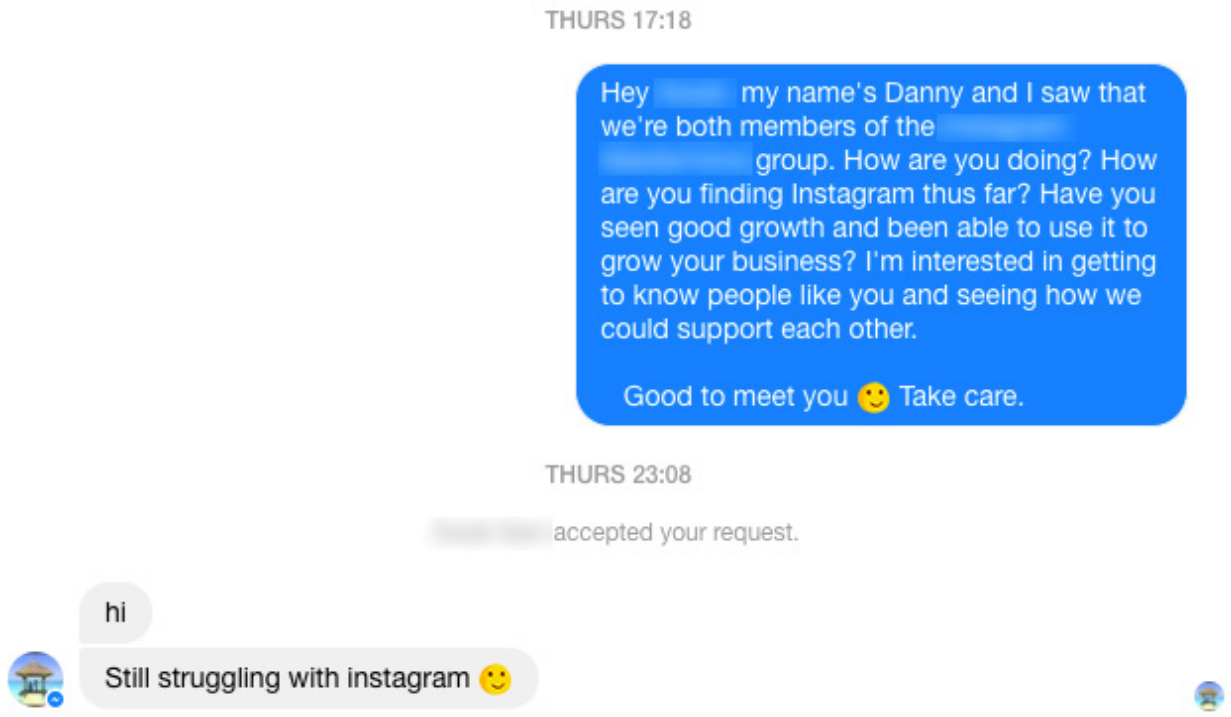
The above provides a very standard and simple template that you can customize depending on your niche and personality. I recommend keeping this structure intact and not changing it too much - especially avoid the urge to write a long initial message and by all means never include any offer, link, coupon, or any pitch whatsoever in your

first message.

My goal in a campaign like this might be to create prospects that will become a client, check out my blog, join my Facebook group, or notify them about an upcoming book I'm launching (such as this one).

With that said, there's no indication here that I'm pitching anything at all; we need to fly under their radar in a personal manner first. The primary objective for now is simply to connect, engage them, and start the conversation down the path that could lead to business later on.

When creating this initial automated message, we will also use spin syntaxes (as described in the last chapter) so that each message is custom and unique.


THURS 17:18
Hey my name's Danny and I saw that we're both members of the group. How are you doing? How are you finding Instagram thus far? Have you seen good growth and been able to use it to grow your business? I'm interested in getting to know people like you and seeing how we could support each other.
Good to meet you Take care.
THURS 23:08
accepted your request.
hi
Still struggling with instagram

Example of direct message prospecting using Massplanner.

5. Wait and see the results come in. Typically, we'll see one of three outcomes: a message is sent but not read, a message request is accepted, the recipient replies. The first thing I do is archive the first two so that they don't clutter up my inbox.

Those that reply back positively become prospects, and you can begin to interact with them manually. In the initial message, try to uncover a "need" that you can help them fill. If you simply ask them a question in your initial message such as "How has your experience been?" or "How have your results been?" they will often tell you their needs without any further prodding.

From this type of question we typically see two types of replies: the person replies positively, saying their results have been great. This person might be a good person to connect with, interview, or otherwise partner with. The second type of reply typically uncovers the need: the person is struggling, and needs help.

Depending on the situation, you would follow up with these people with some type of helpful advice, supportive resources, or a free consultation in order to help them solve their need and get more of what they want.

This is known as the "bandage formula:" you come in to provide a "band aid" that solves the prospect's problem (and get paid to do so).

But first you must discover if a need exists. If they do not demonstrate a need, if the person is perfectly happy with their current results, then I recommend taking an alternate tack and seeing how the two of you may be able to partner together to generate even better results.

6. If you identify that the prospect does indeed need help, then it's finally time to deliver your offer. Guide them to an action that's risk-free and that's guaranteed to help them, such as a consultation.

Give them a little a bit of info about your expertise and how you can help them, then finish the message with this:

"If you like, we can set up a time to chat about your business and what you're up to to see if it's a good fit? I'm a bit busy this week, but could make some time on Thurs or Friday to Skype."

If you do offer a consultation, the wording of your message is important. I learned a

long time ago from an extremely successful freelancer that it's important to set a "time constraint" whenever you interact with new potential clients.

The formula is easy: always be busy, and tell them that you're quite busy. You could, however, make some time at a later date.

Psychology suggests that busy people are successful people, and this wording implies that they are the ones seeking you out, rather than the other way around. You also avoid the negative impression that you don't have anything going on, or that you're too overly eager for new business.

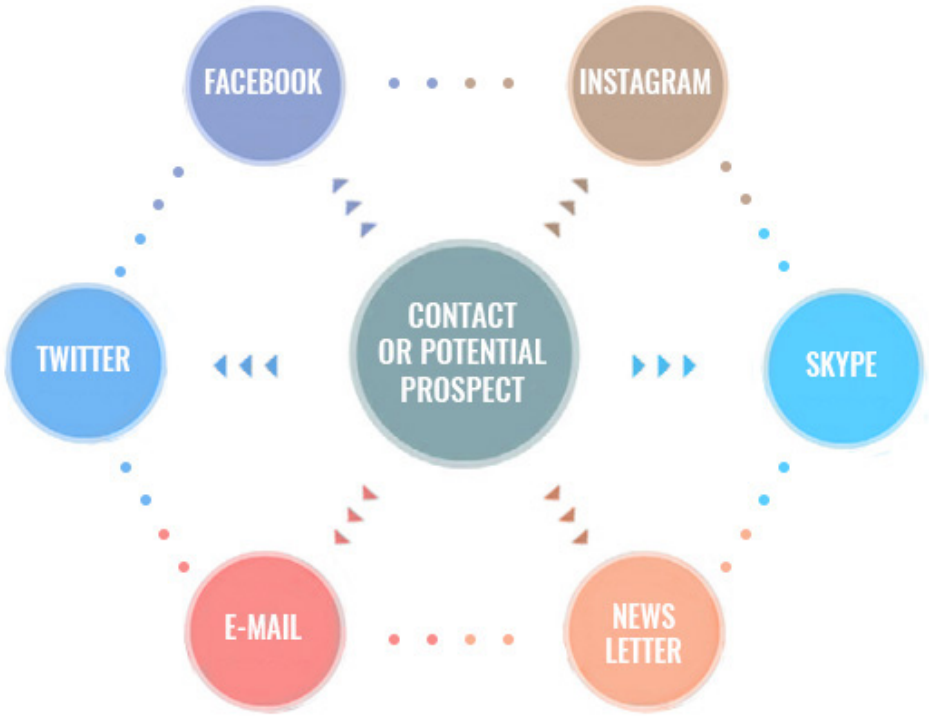
If you need more tips on how to send messages that convert - check out my "Hack E-mail" book on Amazon, in my opinion it's the best textbook out there on the subject!

The ultimate goal during this process, even though we're using automated means to get attention at first, is in a short span of time, cultivate a relationship where the new contact knows, likes, and trusts us.

USE THE RULE OF THREE TO ENTER SOMEONE'S "SPHERE OF INFLUENCE"

The rule of three is a tactic I use to strengthen my online relationships with contacts and in general, make my life a lot easier.

As soon as possible, I make it a priority to interact with new contacts on other mediums besides Facebook, such as email or Skype. By communicating with the contact through at least three different mediums, we deepen the relationship and, in a non-intrusive manner, enter their circle of influence:



In terms of marketing, I envision this circle like moons orbiting a planet: the prospects are in the center and my goal is to connect with them through three or more of these different platforms to strengthen our relationship.

There are many mediums we can choose to interact with people: Twitter, a blog, a podcast interview, a webinar, their Facebook group (if they have one), in-person, Pinterest, their podcast or book page (by leaving them a review), Google Hangouts, Reddit, Product Hunt, and so on. Perhaps you could leave a nice comment on one of their profile photos.

The key is to get creative and find different opportunities to interact (besides Facebook Messenger) in an asynchronous manner to nurture stronger relationships with new prospects.

INSTAGRAM STORY VIEWING

As of Autumn 2019, the most effective and stable method for growing Instagram accounts involves mass automated story viewing. You can do this using MassPlanner /

Jarvee, and I have created a guide for best practices on exactly this in the Level 2 section of MPsocial.com. However, the process for viewing hundreds of thousands (or a million) stories per day using these tools can be quite complex.

At the moment, I am using a tool called MassLooking (https://masslooking.net) which has proven pretty simple to set up and use. The tool is just $99 for the basic version (five accounts) with no monthly fees.

The tool runs in a Terminal window on my VPS. You simply login, paste in your sources for finding targets of stories to view, and designate how many stories you want it to view per day. I usually set the daily story limit to 400,000 - 500,000 per day as any more than this tends to get my Masslooking instance shutdown due to too many API calls.

This process is pretty decent. During a time when it is becoming more and more difficult to grow Instagram accounts, this is a nice "set it and forget it" method to add several hundred new followers per week to my accounts.

PLACE YOUR TRAFFIC ON AUTOPILOT WITH PINTEREST

Massplanner hosts some unique features for Pinterest that automate about 80% of your marketing through the platform.

Even with these automated features, Pinterest requires a fair bit of time to manually set up, grow, and manage. However, it can be worth it - for many bloggers, Pinterest is the main source of traffic, driving tens of thousands of visitors per month.

It will take some time and effort to get going, but if its set up right the monthly visitors you get from Pinterest can surpass Facebook, Twitter, LinkedIn, and Google+ combined. Even better, if you post Pinterest-friendly products (that Pinterest's audience likes), the platform can deliver sales to your website on auto-pilot for a very long time.

Inside Massplanner, you'll see the standard features for Pinterest such as following, unfollowing, commenting, and liking. Massplanner also allows us to perform automated repinning, the main Pinterest-only feature which can drive massive amounts of traffic to our blogs.

To set up the “RePin” feature is both simple and complex. You will need to be an active Pinterest user and “pinner” to get optimal results. Start by creating about 10-12 boards on a variety of topics related to your niche and/or area of focus, and become active “pinning” great content you find around the web to these boards, using Pinterest’s browser button. I like to re-pin from writers I respect and admire, and use Pinterest to save articles that I may wish to check again later.

At the same time, we can create our own board on our profile and be active on pinning content, from our own blog. The more we pin, the more established our account becomes.

Create a board on your profile called “The Best of [YourBlogName] Blog” where you exclusively post your own content to. You can also create another board for your products. To post is simple, you simply include a link, a description, and a vertical image. Pinterest is very visually-oriented, so choosing eye-popping images and catchy, benefit-laden headlines for each pin is extremely important.

To create great looking pins, there are a number of tools you can use such as Canva, Picmonkey, Photoshop, Relay, and Wordswag. Pinterest pins are created vertically, and there is some debate about the perfect dimensions. To be safe, create images that are 735 pixels across (horizontally), and somewhat longer vertically, such as 1104 pixels down. You may see other suggestions for image dimensions if you look around the web, and these will display differently in Pinterest, so it’s really up to you.

The next step is to find and reach out to “group boards” to request an invite. Joining numerous group boards and setting up automated posting to them through Massplanner is the formula to unlocking massive traffic from Pinterest.

To do this, my favorite strategy is to find other established Pinterest accounts in my niche, check out which group boards they are in, and try to pitch my way into them. Many group board owners will provide their e-mail or other contact information, or you may be able to leave a comment on one of their pins, requesting an invite for the group.

Another tool you can use to find targeted group boards to join is Pingroupie

(pingroupie.com). You can enter any keyword into Pingroupie and view a list of group-boards related to the topic. It also displays important metrics such as the number of followers of a group board, and the average rate of repins.

After I reach out to a group board owner, I also like to Google him or her and send a Tweet to them letting them know that I'd love to begin posting to their board. An example email might look something like this:

"Hi [Name]! I love your group board "[Name of Board]" and wanted to reach out and request an invite to join your group board and contribute travel tales. I've got some great content and stories to share! I promise not to spam, and will provide real value to the group.

This is me: www.pinterest.com/openworldmag/

Hope it's a good fit, and if not, no worries at all. Let me know if there's ever any way I can reciprocate and help you.

Thanks so much."

Once you've reached out to and been accepted to a fair number of group boards, it's time to use Massplanner to put your traffic on steroids! Remember that "RePin" function we talked about? It's finally the moment to set up automated pinning and distribution of your posts, so that you can multiply your reach.

To put the RePin feature to work is relatively straight forward. We'll create new boards on our Pinterest profile where we'll organize our blog posts by category. We'll set the visibility so that only we can see them, and begin uploading our pins.

With this done, we'll tell Massplanner to begin pulling pins from these private boards and reposting them, at regular intervals, to the group boards we've joined.

Massplanner will display a list of all of the boards in which you are a member, simply click one and set yourself to repin once per day in each. Under "Sources" you can paste in the link from the private board that you wish to repin from.

That's it! I know it's a lot of work to create content, pin content, and create unique images… But if you're serious about REALLY firing up the traffic to your blog, and if Pinterest makes sense for your niche, then it is well worth investing in. If you have the budget, you can hire a VA to manage the manual tasks and let Massplanner handle the rest.

ADDITIONAL SOCIAL MEDIA STRATEGIES

This chapter only scratches the surface of what Massplanner is capable of doing. This type of marketing is largely experimental; you won't find any kind of guide or blog post teaching you exactly how to leverage Massplanner for marketing (except, perhaps, in this book). So use the tool and experiment.

There are a few additional test campaigns I've run with the tool which have led to moderate success, although I do not currently use these techniques on a regular basis.

Twitter Mentions

One of these involves sending direct Tweet mentions to accounts (ie tweeting @ someone). To do this, we'll perform a search on Twitter for people posting using certain hashtags. Finding the right hashtags to target can be a little bit tricker than on Instagram because we need to find the proper balance between targeting and making sure we get enough results to make our efforts worthwhile.

For example, if I search "#podcast" and click the "Latest" tab I'll browse and check how recent the tweets are. This hashtag has tons of tweets, but it's not targeted enough. On the other end of the spectrum, we don't want to be targeting such a small hashtag that we see tweets from one or two years ago.

#Businesspodcast is a bit more targeted, but has far fewer results, so we may include a few others such as #marketingpodcast, #startuppodcast, etc. This should give us a large enough sampling size.

Making sure that you're viewing the "Latest" tweets for the hashtags, we'll note these

exact URLs and go to the “Tools” tab within Massplanner for our Twitter account. Click “Mention” and then we’ll click the tab “Extract Users.”

Next we’ll copy and paste these URLs in the text field (if you’re using a Windows VPS on a Mac, you can copy and paste using the “Control+C” and “Control+V” button instead of “Command”), one by line. Make sure that you set the “Scroll the search page” box to a high enough number, such as 360 or 600 seconds. The longer the tool searches, the more results we’ll receive, but the less recent they will be.

The tool will extract all Twitter members posting using the hashtags we’ve chosen. Next, all we have to do is click the “Use Members” tab, and write out our tweet, using the same spin syntaxes that we know and love. The one caveat here is that Twitter only allows tweets of 140 characters in length, including the target account’s username, so make sure that all variations of your tweets are well below the requirement so that they don’t get cut off.

When you compose these tweets to send, make sure that your ask is very low-key and personable. If you try to send any type of coupon, promotion, discount, sale, etc. your tweets will be immediately ignored. The best type of tweet to send could just be a query, or request to connect via e-mail: “Enjoying your podcast, would love to connect and feature you on my blog! What’s your email?”

Keep the request simple, and be careful if including personalization - some people do not use their real name, or the name on their profile might be “The Surfer Dude” or “The Vegan Chick” so if you personalized your tweets by [FIRSTNAME], you would only end up calling them “The.” You could try [FULLNAME] but you would run the risk of exceeding the character limit.

Once you’re done composing your message, click the button “Send to Campaign” at the very bottom. Navigate to the left panel and click “Campaigns,” and under “Where to Publish” make sure you select your Twitter account. Under “When to Publish” make sure you space out the intervals between publishing tweets by as much as possible - I would recommend waiting at least 600 seconds (ten minutes) between posts. Once you’re ready, head back to the “Overview” and start publishing! That’s it, you’re done!

Again, this method is not meant for running promotions or selling. The marketing triangle is composed of Three M's - Market, Message, and Media… and these variables need to align in-sync with one another in each and every campaign. Sometimes a different form of media requires a different message to succeed.

Creating mention campaigns through Twitter is a great way to connect with influencers - bloggers, podcasters, writers, marketers, business owners, and so on to gradually establish a mutually beneficial relationship with. Do it this way and you should enjoy response rates of 15-20%.

I ran a campaign recently together with a client who was seeking to recruit editors within local communities to curate content for newsletters. We would scrape about 200 Twitter accounts per week, and tweet to them. We received a tremendous response - I delivered to my client several dozen established influencer leads to follow up with and enlist to achieve her objective.

This is definitely an effective tactic when used for the right purposes - for example, if you have a teaching website and need to recruit instructors.

Scheduling Posts

Another useful feature that Massplanner allows you to perform is good old fashioned scheduling of content. I haven't used this much, but if you're active in Facebook groups, you will find this feature to be invaluable.

In the "Destination List" tab you can see a list of Facebook groups your account is currently a part of. Whenever you wish to share a new piece of content, you can create a "Standard Campaign" (under the "Campaigns" tab) and schedule to post to dozens (or hundreds) of groups with just one click, and schedule them out at periodic intervals as we normally do.

You also have the option to create "Scheduled Campaigns" and post according to a calendar you create. This is useful for scheduling content in advance, and you can also make these posts recur on a weekly or monthly basis. This would be very helpful if you are the admin for a Facebook group and need to regularly schedule repetitive posts, say

every Monday and Friday (or every day).

Of course, you can post, share, and retweet on another platforms as well using Massplanner.

Multiple Accounts Build Empires

In some ways, the term "growth hacking" is a bit of a misnomer. Ultimately, it is repetitive, daily actions over time that contribute the most to growth and profit. It's not so much about overnight success as it is putting in the work to achieve steady growth seven days a week, twenty four hours a day, three hundred and sixty five days a year.

Once you're ready to make a splash, you may seem like an overnight success to an outside observer, but that's only because you've been making things happen behind the scenes. Automation allows you to set these gears in motion, day in and day out, performing the daily actions for you tirelessly in the background while you assume the "face" of your marketing.

What if you want to 5x, or 10x your efforts? If you try to force a social media account to grow 10x faster, that's a good recipe for failure. Instead, you could easily create ten different accounts and set up each to grow steadily.

Here's an example from the real world. Let's assume you may have 4-5 different markets that could potentially respond well to your product. Write these out, and craft a message that resonates with each.

An example might be this book, "Dr Growth." Who is the target market?

I can easily come up with 4-5 different potential markets: for example, self-published authors, digital nomads (location independent workers), silicon valley startups, coaches, information product creators, affiliate marketers, and so on.

Each niche has its own daily reality, its own unique set of goals, and its own language that resonates and strikes a chord with the individuals in each group in a meaningful way.

Self-published authors want to reach best-seller and earn money from their books. Digital nomads want to escape the "nine to five" and find freedom. Coaches want to increase their rates and get more high quality clients. Startups want to acquire users and many wish to eventually "step back" and sell their company. On and on it goes, and for each niche I'll craft a unique message that presents "Dr Growth" as the bridge that helps them arrive at these desired outcomes.

Once I'm ready, I can create 4 or 5 different accounts with different branding and targeting for every single market I've identified.

1) To create a brand for each niche, I'll start by hopping on over to nameboy.com and coming up with brand names
2) Once I have some great names, I can use logojoy.com, an AI-powered logo maker, to create numerous professional looking logos in just minutes
3) I'll create different accounts for each brand and then use Massplanner or Followliker to begin building up an audience on Twitter, Instagram, and so on — following, liking, and commenting on photos within the target market via hashtag.
4) In two-three months I can build large audiences in different markets on all of these platforms to promote my products to.

In this example, you can see how we can easily 5x our automation efforts by growing several different accounts parallel to each other at the very same time. If you're really serious about building an empire, use automation to grow multiple accounts that you control and own.

Single accounts and single profiles do not build empires, so once you begin automating things visualize a path in your mind as to how you can scale. You don't have to manage multiple accounts yourself -- perhaps you can create an extra income source by helping others and working with clients. The possibilities are endless; you are limited only by your creativity.

Conclusion

There are a number of features, strategies, and tactics within Massplanner / Jarvee in

addition to these covered here. But this chapter is already nearly 7,000 words long! There's plenty here for you get to get started with your own campaigns. Stop reading for now, and begin. Enjoy your new superpowers :)

10x Email and Social Media Outreach: Web Scraping and Prospecting at Scale

This chapter is divided into two sections.

First, you will learn my favorite web scraping techniques to find all the prospects that you will ever need in your outreach campaigns.

The second section dives into how to use all of this data to prospect, scale, and begin generating leads so you can earn money.

SIMPLE WEB SCRAPING

How to Scrape Hundreds of Users and Emails in a Few Minutes

Targeted prospects and leads that you can present your product or service to are everywhere online. If you know how, you can harvest hundreds (thousands?) from major websites such as LinkedIn, Facebook, Amazon, YouTube, (anywhere really) in a very

short time for free.

It's as easy as snapping your fingers. In this chapter I'll teach you how.

Searching for targeted leads

Using Google, we're going to use special site-wide search strings to pinpoint our niche and find the contact details that we need. We're after emails (for batch mail merges) and URLs (to import into a contact tool such as Massplanner & Jarvee).

These are search strings are generally pretty simple. Here are some examples:

site:facebook.com "health coach" "create a page" "@gmail.com" will return me a list of Facebook profiles in the health coach niche who have their Gmail address on their profile. I added the "create a page" phrase in this instance to ensure that it only returns Facebook Fan Pages.

site:hk.linkedin.com "investor" "@gmail.com" will return a list of LinkedIn profiles in Hong Kong in the investing field along with their Gmail address. Note that I use "hk.linkedin.com" instead of "Hong Kong" because I want to be sure they are located in Hong Kong now, and not someone who includes the fact that they once worked or studied in Hong Kong on their biography.

site:amazon.com "author central" "@gmail.com" brings me a list of Amazon Kindle author pages and their Gmail addresses.

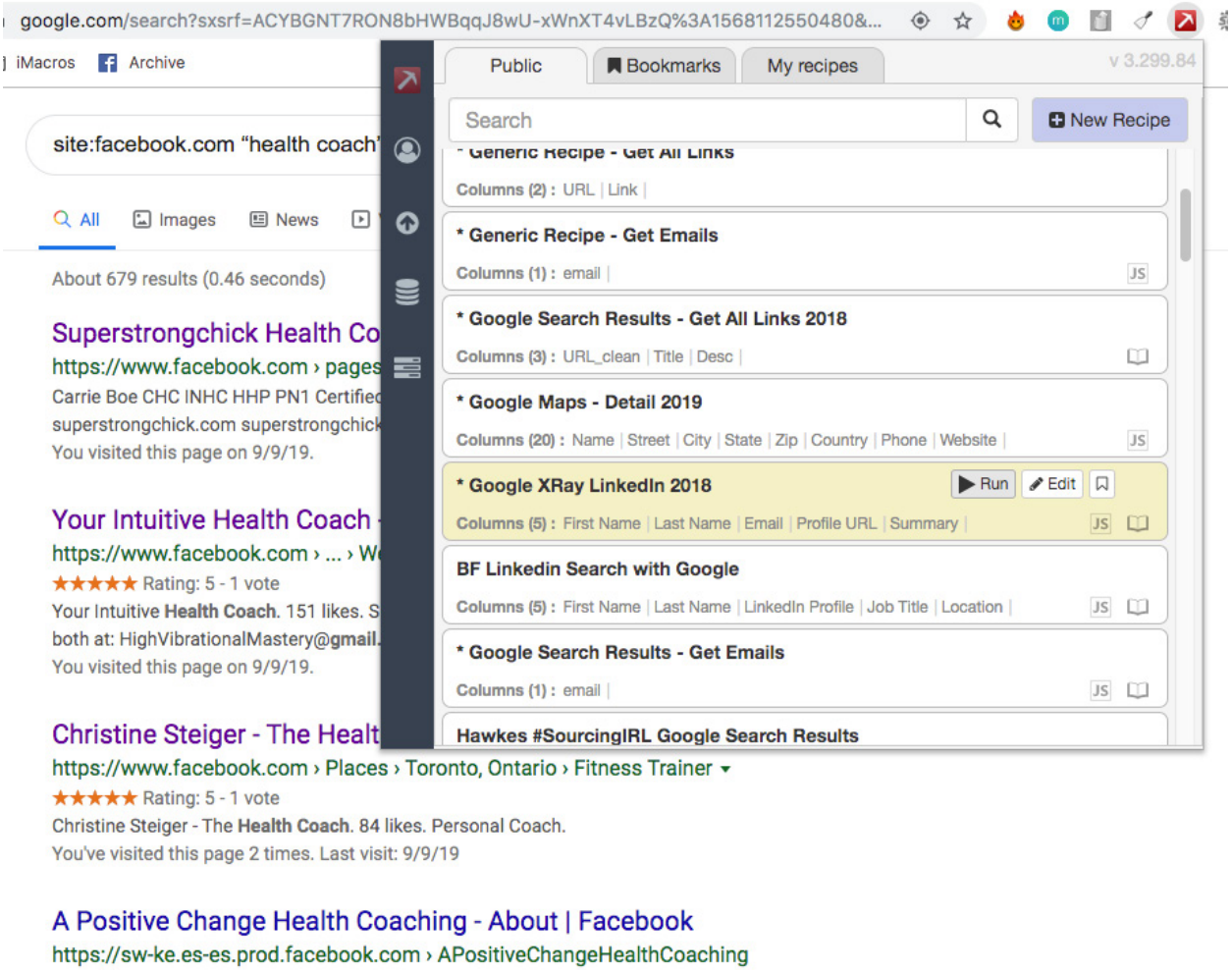
Any major website that publicly displays information on profiles can be scraped this way. Prospects in virtually any niche can be found this way too. If we were to remove the "@gmail.com" from our search queries we would receive even more results. We wouldn't collect email addresses, but we can still use the URLs, which I'll cover in a moment.

After we enter this type of search query into Google, we're going to go ahead and make sure that we set our "Results Per Page" to 100 (the maximum) under Google's Search Settings.

Now that we have all this information at our fingertips, let's save it all and use it to set up some prospecting campaigns at scale! We'll start by downloading the free Chrome add-on "Data Miner" (https://data-miner.io/).

Data Miner appears as a small pickaxe icon in the upper-right of our Chrome window. Once we are on our SERP, let's go ahead and click the icon.

We'll then click on the "Public" tab and then scroll down to "Google Xray LinkedIn 2018." This option is my favorite of all the ones I've tested as it provides us with all the information we need and is easy to use. It can be used with any website (not just LinkedIn). Go ahead and click "run."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* Generic Recipe - Get Emails
Columns (1) : email |
* Google Search Results - Get All Links 2018
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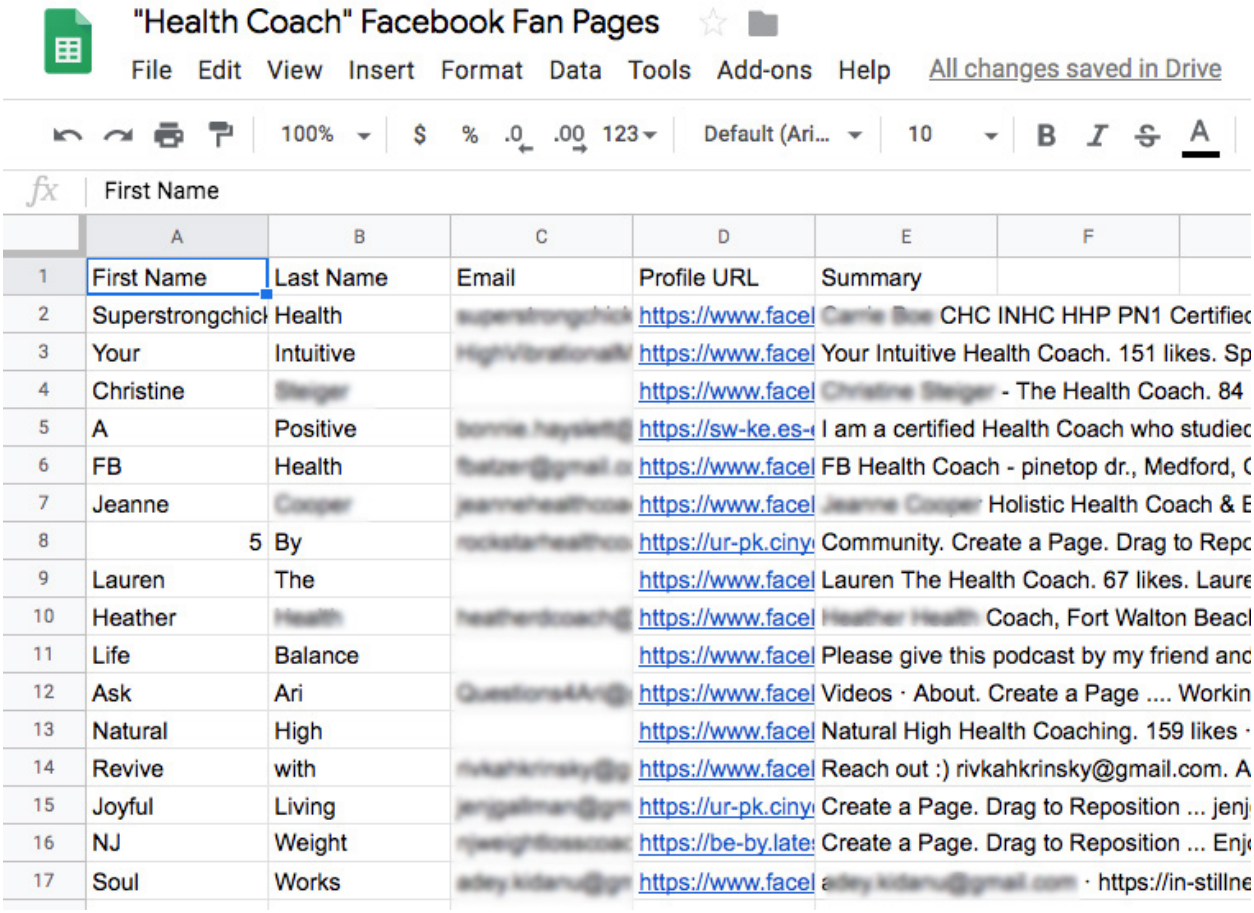
* Google Maps - Detail 2019
Columns (20) : Name | Street | City | State | Zip | Country | Phone | Website |
* Google XRay LinkedIn 2018
Run
Edit
Columns (5) : First Name | Last Name | Email | Profile URL | Summary |
BF Linkedin Search with Google
Columns (5) : First Name | Last Name | LinkedIn Profile | Job Title | Location |
* Google Search Results - Get Emails
Columns (1) : email |
Hawkes #SourcingIRL Google Search Results

In an instant, Data Miner will compile all the information we've requested from the Google results page. Click "Download" and then choose the third option to copy all of the

data. Open a new Google spreadsheet, select the first row in the first column and paste.

Voila.

One hundred rows of data neatly collected with First Name, Last Name, Email, Profile URL, and profile summary.


"Health Coach" Facebook Fan Pages
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First Name

	A	B	C	D	E	F
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3	Your	Intuitive		https://www.facel	Your Intuitive Health Coach. 151 likes. Sp	
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Go back to Google, click to the second page, and repeat the process to add another hundred rows. Google typically doesn't supply more than three pages per query this way, but we can always mix up our search terms to find more profiles to pull information from.

That's it! We're done. We can repeat the process as many times as we like, whenever we like, to create email lists for us to use for free.

Later in this chapter I'll discuss how to use the data we've collected to create powerful

automated prospecting campaigns at scale. For now, though, you've already acquired a valuable skill that allows you to scrape hundreds (or thousands) of prospects for your marketing campaigns, so give yourself a pat on the back!

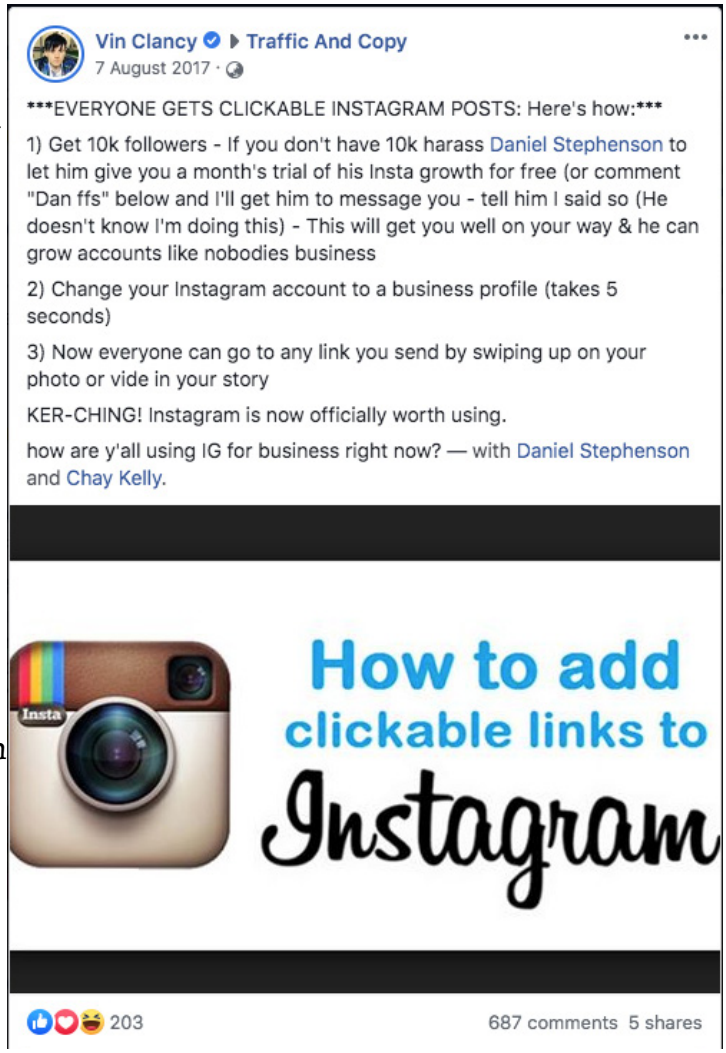
Take a rest for a while and come back to this chapter when you're ready to power up your campaigns even further.

[How to extract Facebook users from any URL]

How to extract Facebook commenters

"Advertising is much like war, minus the venom. Or much, if you prefer, like a game of chess. We are usually out to capture others' citadels or garner others' trade."

Extracting members of targeted groups and people who like pages is great, but what if we want to get even more targeted?


Vin Clancy ▸ Traffic And Copy
7 August 2017 ·
EVERYONE GETS CLICKABLE INSTAGRAM POSTS: Here's how:
1) Get 10k followers - If you don't have 10k harass Daniel Stephenson to let him give you a month's trial of his Insta growth for free (or comment "Dan ffs" below and I'll get him to message you - tell him I said so (He doesn't know I'm doing this) - This will get you well on your way & he can grow accounts like nobodies business
2) Change your Instagram account to a business profile (takes 5 seconds)
3) Now everyone can go to any link you send by swiping up on your photo or vide in your story
KER-CHING! Instagram is now officially worth using.
how are y'all using IG for business right now? — with Daniel Stephenson and Chay Kelly.
Insta
How to add
clickable links to
Instagram
203
687 comments 5 shares

Users who comment on a particular post can often be considered "hot prospects" as they've demonstrated an active interest in a particular thing. It would be a shame not to follow up with them, wouldn't it?

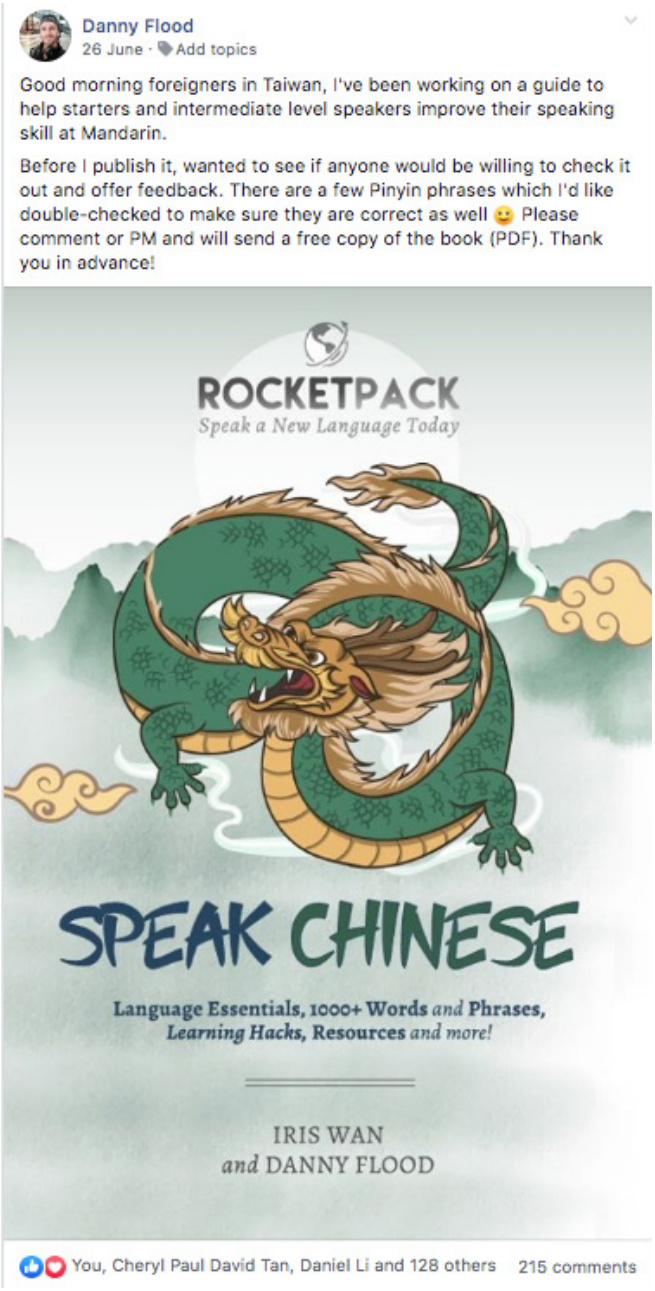
Posts that encourage people to "comment if you want this" or "comment if you want to learn how" are great chances to scoop up a bunch of hot prospects. These posts can be made by yourself or by others.

This post by my friend and fellow growth hacker Vin Clancy provided

me with several dozen leads for my business. I didn't have to go anywhere to look for them because everyone who commented on the post expressing intention to grow their Instagram accounts revealed themselves.

Although Vin was plugging another marketer (also named Daniel, coincidentally) in the post, I knew that the other Dan wasn't following up with each commenter directly. So I took the opportunity to do so, and scored several new clients for my Instagram growth hacking service as a result.

Back in those days, I was manually clicking on each person's profile and pasting in my outreach message. It was worth it for the business it scored me, but the process time-consuming and slow.


Danny Flood
26 June · Add topics
Good morning foreigners in Taiwan, I've been working on a guide to help starters and intermediate level speakers improve their speaking skill at Mandarin.
Before I publish it, wanted to see if anyone would be willing to check it out and offer feedback. There are a few Pinyin phrases which I'd like double-checked to make sure they are correct as well Please comment or PM and will send a free copy of the book (PDF). Thank you in advance!
ROCKETPACK
Speak a New Language Today
SPEAK CHINESE
Language Essentials, 1000+ Words and Phrases, Learning Hacks, Resources and more!
IRIS WAN
and DANNY FLOOD
You, Cheryl Paul David Tan, Daniel Li and 128 others
215 comments

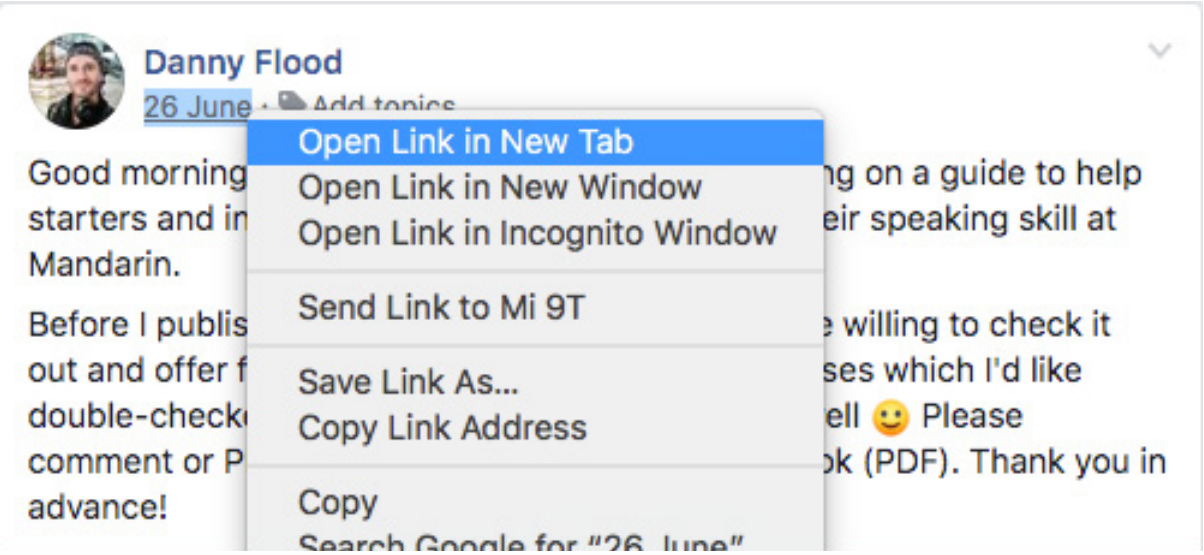
Now, the process can be easily automated in a few clicks, and I'm about to teach you how!

Sound good?

In another more recent example, I posted an offer in the Facebook group "Foreigners Society of Taiwan" a few months ago to recruit beta readers for my book "Speak Chinese."

The post received more than 200 comments, which would have taken me a very long time to follow up on. So what we're going to do instead is export the hyperlink of every Facebook profile that commented. To accomplish this, we're going to start by right-clicking the "timestamp" of the post and opening it in

a new tab.



Right-clicking the date (or time) of the post and opening it in a new tab provides us with a unique post URL. Your post URL should look something like this:

Next, we're going to search for the Chrome (and Firefox) add-on **Link Gopher** and install it to our browser.

Once we've got this bad boy set up, I'll navigate to the post and click "View Previous Comments" to make sure that all the comments are displaying so that Link Gopher can easily and elegantly scoop up each profile.

Link Gopher is a bit simpler than Data Miner, all it does it extract all links from a given webpage. We don't have a way to filter only Facebook users, so I'll simply click the Link Gopher icon and choose "Extract All Links."

From here, I can simply scoop up all of the Facebook user URLs, which tend to be

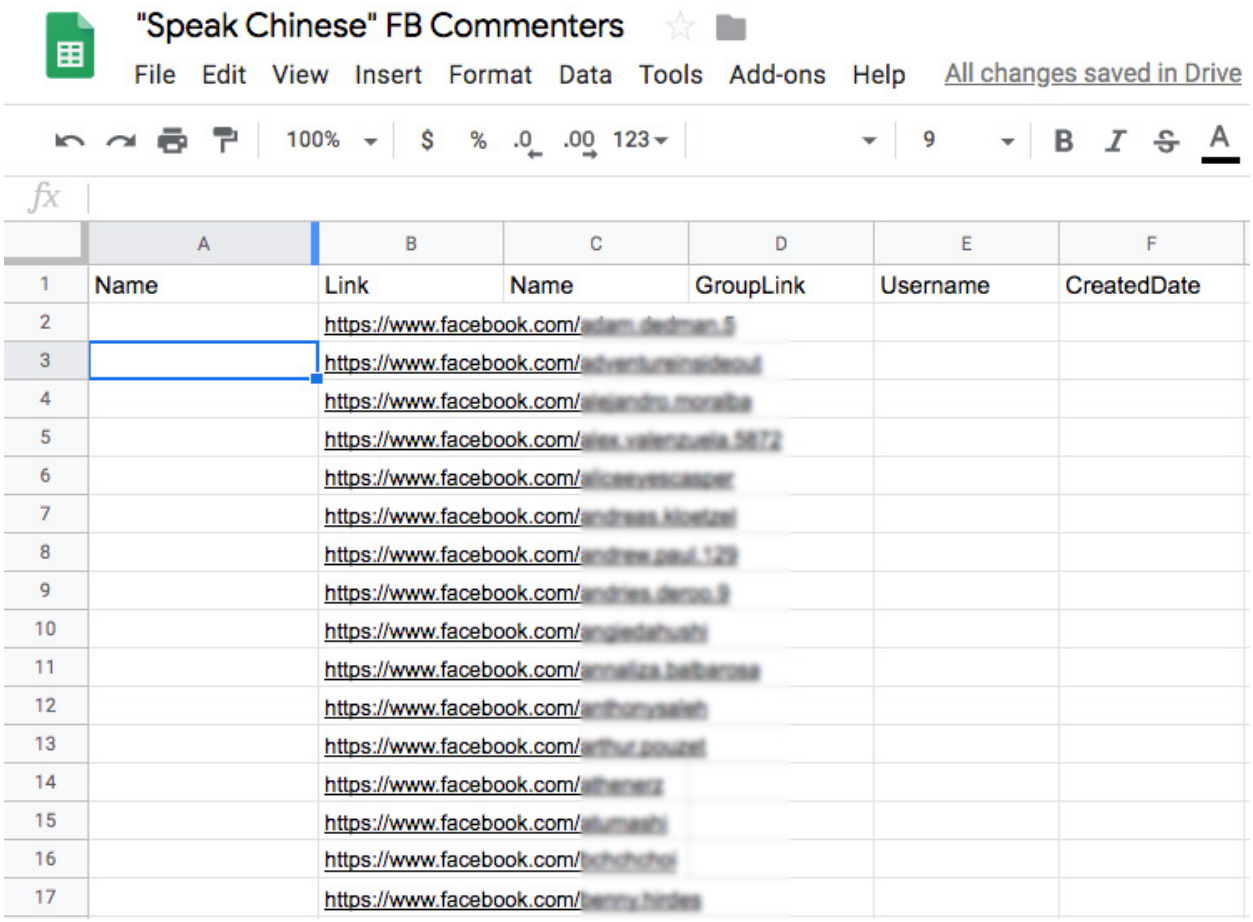
grouped together. These tend to follow a “https://www.facebook.com/[USERNAME” format which is easy to spot. Link Gopher (mostly) organizes results alphabetically, so I’ll scroll down the list and collect the URLs as they appear and paste these in bulk into a Google sheet.

I’ll ignore any URLs that say “https://www.facebook.com/ad_campaign” or “https://www.facebook.com/groups” as these are not links to personal profiles.

Finally, there will be some profile URLs that do not include a “vanity URL” or username, which follow a format of “https://www.facebook.com/profile.php?id=” so as I go through the results I’ll make sure to scoop up these as well.

Once we have our list of profile URLs, we’re almost done. Take your spreadsheet and in the first row, add these headers to the first six columns:

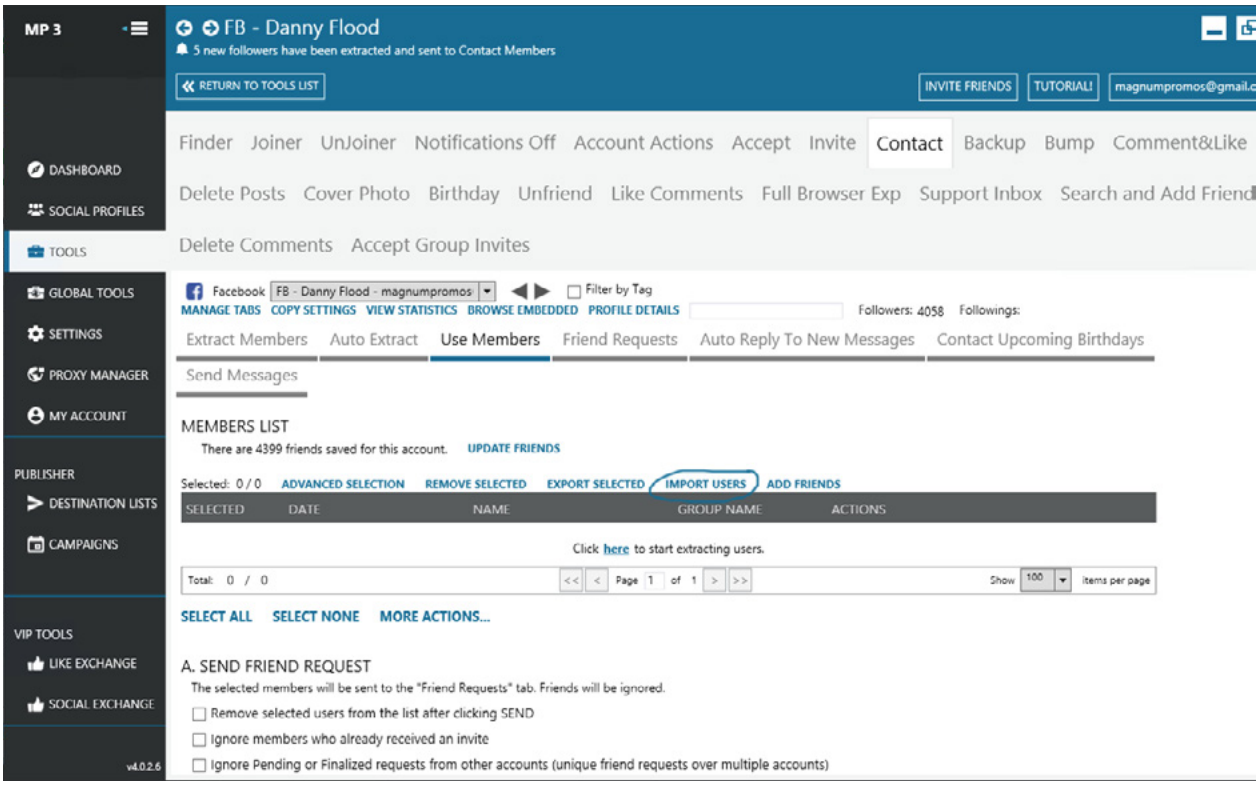
“Name, Link, Name, GroupLink, Username, CreatedDate”



If we're going to import this list into Massplanner or Jarvee, the top row needs to have these values in columns A - F exactly in order to work. It doesn't matter if the columns beneath them are populated. We only need to make sure the "Link" column is populated in order to import the profiles.

From here, I will copy the URL to my Google Sheet and open it up in my VPS where MassPlanner is running. Once it's open, click "File" and "Download" as a CSV.

Then I'll click on the "Tools" tab in MP and select the Facebook profile I want to import these contacts into. Under the "Contact" tab, I'll select "Use Members" and then "Import Users."


MP 3
FB - Danny Flood
5 new followers have been extracted and sent to Contact Members
RETURN TO TOOLS LIST
INVITE FRIENDS
TUTORIAL!
Finder Joiner UnJoiner Notifications Off Account Actions Accept Invite Contact Backup Bump Comment&Like
Delete Posts Cover Photo Birthday Unfriend Like Comments Full Browser Exp Support Inbox Search and Add Friend
Delete Comments Accept Group Invites
DASHBOARD
SOCIAL PROFILES
TOOLS
GLOBAL TOOLS
SETTINGS
PROXY MANAGER
MY ACCOUNT
PUBLISHER
DESTINATION LISTS
CAMPAIGNS
VIP TOOLS
LIKE EXCHANGE
SOCIAL EXCHANGE
Facebook
FB - Danny Flood - magnumpromos
Filter by Tag
MANAGE TABS COPY SETTINGS VIEW STATISTICS BROWSE EMBEDDED PROFILE DETAILS
Followers: 4058 Followings:
Extract Members Auto Extract Use Members Friend Requests Auto Reply To New Messages Contact Upcoming Birthdays
Send Messages
MEMBERS LIST
There are 4399 friends saved for this account. UPDATE FRIENDS
Selected: 0 / 0 ADVANCED SELECTION REMOVE SELECTED EXPORT SELECTED IMPORT USERS ADD FRIENDS
SELECTED DATE NAME GROUP NAME ACTIONS
Click here to start extracting users.
Total: 0 / 0
Page 1 of 1
Show 100 items per page
SELECT ALL SELECT NONE MORE ACTIONS...
A. SEND FRIEND REQUEST
The selected members will be sent to the "Friend Requests" tab. Friends will be ignored.
Remove selected users from the list after clicking SEND
Ignore members who already received an invite
Ignore Pending or Finalized requests from other accounts (unique friend requests over multiple accounts)

Since we're only importing the URLs into the Contact Tab, we won't have access to personal details such as the first and last name. If you click the "Browse Embedded" in the rows in Massplanner / Jarvee, however, you will see each individual user.

From here, we are ready to begin prospecing for leads! All we have to do is prepare the message text with our spin syntaxes, send all rows to our "Send Messages" tab, and turn the Contact tool on.

You can use this strategy any time you want to follow up with any and all Facebook users who commented on any post. You could do this for your own posts, for group posts, for the advertisements of your competitors, or to follow up on people who respond to your own advertisements.

You can easily import hundreds of users and queue messages to them! Cha-ching :)

Also it's important to note that all follow up that we perform through MP or Jarvee this way is done from a personal Facebook profile, and not a business fan page.

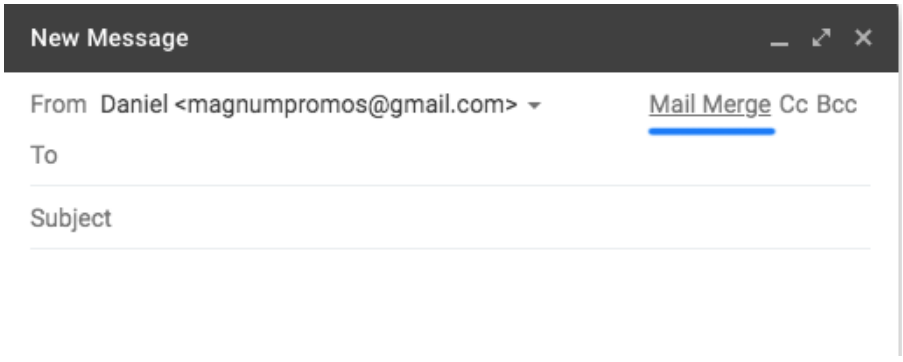
HOW TO PERFORM POWERFUL EMAIL PROSPECTING AT SCALE

We now have sheets of data, and we've begun learning how to import them into a marketing tool so that we can begin prospecting to them. I rely on MassPlanner/Jarvee to perform my prospecting from social media accounts and Streak (a free extension for Gmail) for my email outreach campaigns.

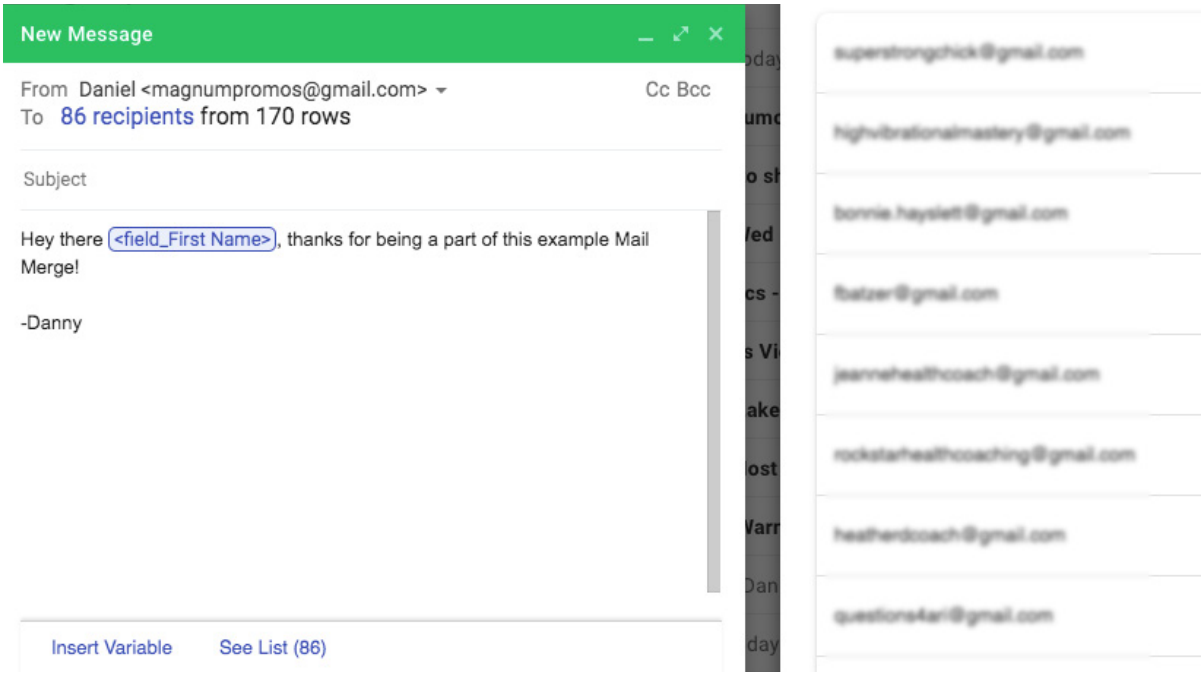
Streak features a full suite of useful features for Gmail, such as tracking opens of your emails, snippets, and send later functionality. For our purposes, we'll stick with my favorite feature of Streak: the Mail Merge.

Sending Mass Personalized Emails with Streak

Let's go back to the example of the spreadsheet of health coaches that we extracted from Facebook in the beginning of this chapter.



I'll open my Gmail account, and compose a message as I normally do. Now, I'll click the Recipients row and then the link that says "Mail Merge." I'll then export my prospects from Google sheets to a CSV, and then import them to Streak.



By clicking "Insert Variable" we can customize each message we send with the person's name. To do this it's important to go through our spreadsheet and make sure that the first name column is properly included for each row (often times this is the case, but web scraping this way isn't perfect, so we want to make sure we don't make mistakes where we awkwardly call someone something else!).

The moment we hit "Send" it will send each message out one by one to each recipient along with our personalization. But let's not do that yet. Before we do, let's install the add-on Rebump (http://rebump.cc).

Rebump adds a little check-box next to our "Send" button where we automatically schedule a follow up sequence, called "bumps," to every single recipient!

You're welcome to create as many bumps as you like, but I typically only use follow up a few days after my original email as I don't want to abuse my Gmail account and risk getting locked out or deleted by Google. On that note, I prefer to err on the side of caution when using this bulk email process in that I don't usually send more than 50 mail merge messages in a 24 hour period.

Nevertheless, fifty messages per day (with scheduled rebump) with a good offer to targeted prospects is usually plenty to generate at least a dozen leads per week.

How to Generate Non-Stop Leads Using LinkedIn

v Ghose is the co-founder and CEO of ZenMaid, a scheduling app for maid services, and an expert in LinkedIn marketing.

Using LinkedIn, he was able to grow Zenmaid from zero to its first 200+ clients.

He writes about the LinkedIn strategies that are working for him and his clients at www.marketingonlinked.in.

HOW TO GROW YOUR BUSINESS USING LINKEDIN

Find your ideal clients, start productive conversations, and make the sale.

Most of us use LinkedIn casually. We send connection invites to co-workers and people we meet at networking events. Sometimes we stalk the profiles of old classmates (or is that just me?).

So I'll forgive you if my next statement comes as a surprise:

LinkedIn is an extraordinarily powerful marketing tool.

In fact, it's one of the best marketing tools out there. LinkedIn has over 500 million members, and these members are wealthy, business-oriented, and open to solicitation.

Are you asking $500 for your high-end service? No problem; LinkedIn members in the U.S. have an average household income of $83,000 per year. **They have twice the purchasing power of the average U.S. consumer.**

Of course, most LinkedIn members also use Facebook, and some have a Twitter. Perhaps your business is already active on one or both of these platforms.

But by approaching potential customers while they're on LinkedIn, they'll be more open to your advance.

You see, **LinkedIn generates conversions at a rate 3 times higher than Facebook or Twitter.** (Source: a HubSpot.com study of over 5,000 businesses). So if you're ready to blow up your conversion rate, it's time to promote your business on LinkedIn!

HOW TO WIN AT LINKEDIN

Like any platform, LinkedIn offers paid advertising. But I've had more success through a free marketing strategy. The strategy is quite simple: I simply look at profiles. Well, sometimes I send out messages too. But mostly I look.

Sounds strange, right?

The thing is, when you look at someone's profile they get a notification telling them that you looked. And many a curious soul will click that notification and take a gander through your profile.

And if your profile is a selling machine, they'll soon find themselves daydreaming about your product. And chances are, they're gonna send you a connection request. At that point, you'll send them a strategic message to build your relationship and move towards the sale. (We'll get into all that).

In this chapter, we'll go over all the steps to pull off this strategy:

1. How to update your profile so it resonates with your customers
2. How to find your perfect audience on LinkedIn
3. How to get in front of 300+ prospects per day
4. What to message potential leads to turn them into fans and customers

Let's get to it.

UPDATE YOUR PROFILE TO RESONATE WITH CUSTOMERS

With the strategy of marketing I'm going to discuss, your audience will first learn about you and your business when they view your profile.

So your profile needs to make a good first impression. A first impression that says 'I'm trustworthy, and I have an awesome product or service that could really help you with your problems.'

The key elements of a trustworthy profile are:

- A kickass profile pic
- A headline that communicates what you do and why it's valuable
- A quick summary to go over details that the headline didn't cover
- Social proof in the form of testimonials

Step 1: Find or Take a Great Profile Picture

When strangers visit your profile for the first time, they're going to make snap judgments about you based on your profile picture.

A good profile picture should tell the viewer: I'm professional and friendly.

Here are some things to keep in mind when taking your picture:

1. **Wear what you'd wear to meet a client.** You can't go wrong with a nice button-up.
2. **Use a head shot** – profile pictures are small, especially on a mobile device. Showing mostly your face allows your audience to easily see and connect with you.
3. **Smile!** Just make sure it's genuine. The whole "smile with your eyes" thing is true, and people can tell when it's fake.
4. **Choose a background that isn't distracting.** A white background works, although it can be a little boring. Wood or outdoor shots are fine as long as they don't take away the focus of the picture.

5. **Ask for feedback.** It can be hard to be objective when evaluating photos of yourself. Ask a few people you trust if your profile picture conveys professionalism and friendliness. If you're an overachiever, you can get feedback from strangers at photofeeler.com.

Step 2: Write a Great Headline

Let's say you came across my profile and my headline was "CEO of ZenMaid." You might be impressed that I am a 'CEO,' but you'd also think, what on Earth is ZenMaid?

Not that you'd bother to look it up because...well, why would you? You've got better things to do.

Don't just use your job title as your headline.

Instead, your headline should clearly communicate the value proposition of your business to potential customers.

For example, my actual headline is "Helping Maid Services Manage, Run, and Grow Their Businesses with easy-to-use, time-saving software."

See how that's more interesting? That's a headline that really captures the attention of maid service owners (my target audience).

You may want to use a similar structure for your headline: "Helping [Your Target Market] [Get XYZ Benefits] with [Your Product]".

Step 3: Write a Great, Easy-to-Read Summary

Think of your summary like a sales blurb. You are not summarizing your life story, you are communicating what your business has to offer.

Ask yourself:

"Who are my customers?"

"What do I do for my customers?"
"What are the benefits my customers get from working with me?"

Use your answers to start writing your summary.

Let's say you're a freelance writer who specializes in social media marketing. Your answer to some of the questions above may be, "I increase businesses' website traffic and reader engagement by writing outstanding, easy to read content and sharing it on social profiles."

Now take that and try to write it in plainer English with a focus on the benefits for your customers:

"We bring more customers to business owners' websites so they can focus on other things. Businesses who work with us have amazing content posted on their websites weekly and shared through all their social media channels, without having to lift a finger!"

Your summary can focus on similar benefits as your headline - it just gives you more room to expand.

Step 4: Update Your Experience and Testimonials, and more

Experience
Any experience listed on your profile should be relevant to what you do now. If none of your previous jobs are relevant, remove them all. Your customers don't care about your previous work experience.

Testimonials
Finally, your profile needs social proof. (Just like a sales page does). If you don't have any testimonials, reach out to your three best customers and ask if they'll write one for you.

Optional Additions
You can get a lot fancier with your profile (by adding skills, school background, and more), but those extras aren't necessary. If you already have them, and they contribute to the perception that you are friendly, professional, and an expert in your industry,

then keep them. If you don't already have them, there's no need to add them.

HOW TO FIND POTENTIAL CUSTOMERS

Once you have an impressive profile, it's time to find your audience.

You've got 2 options:
1. Join groups that cater to your industry, and then approach group members.
2. Use the search feature to find people in your industry.

Groups

LinkedIn groups are my preferred way to find potential customers.

One good group can mean thousands of leads. In addition, being in the same group as someone allows you to see their information even if they aren't a 2nd or 3rd degree connection and you don't have a premium account.

And if you choose to message someone you found via a group, you already have something in common.

("Hey, we're in the carrot-lovers group together. Do you love carrots too? They're my favorite vegetable!")

You'll notice that most LinkedIn groups aren't very active, but they're useful for their membership nonetheless.

To find a group, just use the search bar and click the "Groups" tab below the search bar. Then enter keywords related to your niche. You'll probably find several options.

Another way to find groups is to look at the profiles of your current customers and connections and see which groups they're in.

For ZenMaid, we found groups both ways. We chose 15 groups that are filled with maid service owners from around the U.S., Canada, and the rest of the globe.

Search

One limitation of groups is that you usually won't find ultra-specific groups. So if I only want to target owners of maid services with less than 5 employees located in the Pacific Northwest, I might not find such a narrow LinkedIn group.

LinkedIn's search allows you to find highly specific customers on LinkedIn. It's also the only way to find potential customers who are not in any relevant groups.

(Note that if you don't have a premium account, you are only able to see 2nd and 3rd connections when you search - so your results would be limited.)

LinkedIn allows you to narrow your search by the following criteria:

- Location
- Company name
- Company size (by # of employees)
- Job title
- Job function
- Job seniority
- Skills (listed on someone's profile or inferred by LinkedIn based on their listed skills)
- Schools
- Degrees
- Fields of study
- Gender
- Age

Narrow your search as much as is helpful to you. If you're looking for a very specific set of customers, you'll probably be able to find them.

HOW TO GET POTENTIAL CUSTOMERS' ATTENTION

When you find a promising potential customer, you have two options:

1. Just view their profile.
2. Send them a connection request and a message.

View Their Profile

When you view someone's profile, they receive a notification telling them you just viewed their profile. The notification includes your name and your headline. (Another reason it's so important to optimize your headline!)

When you send a connection request to a stranger, that person might be annoyed or be on guard against being sold to. But simply viewing someone's profile seems innocent enough. You could have been viewing their profile out of genuine curiosity about who they are. Perhaps you randomly came across their profile (or so they might believe).

Even if they do suspect that you are viewing their profile as a marketing tactic, it's less demanding than sending a connection request. Those who choose to take a look at your profile will view it with an open mind and genuine curiosity.

In my experience, about 40-50% of people whose profiles you view will check out your profile too.

As high as 10-15% of those viewers will send you a connection request.

Note that you can view up to 400 profiles per day.

Send Connection Requests

For most people, you'll want to err on the side of just viewing their profile. Sending a connection request can backfire because the person may be suspicious of why you want to be friends when you're a complete stranger.

However, if you have a plausible reason to connect with someone without coming across as spam, then connecting will increase the likelihood that someone checks out your profile back.

Reach out to people who are most likely to know who you are. For example, people with whom you share mutual connections, or who are in the same groups as you. Be sure to mention your shared commonality when you send them a connection request.

LinkedIn allows you to send 50 connection requests per day.

HOW TO START A CONVERSATION WITH A POTENTIAL CUSTOMER

When you're messaging someone you've never met in real life, you can't just use the standard LinkedIn message. ("I'd like to add you to my professional network on LinkedIn"). Your message will probably be ignored, and you're missing an opportunity to build trust.

You also don't want to go straight for the sale. Your prospect doesn't know you yet, so selling will just come across as pushy.

Instead, either offer the customer something of value (such as a free resource), or ask them a thoughtful and strategic question.

Free Resource / Download

I've tested many types of messages for my business and my clients' businesses. A consistently well-performing message is sending out a free resource or download.

In your message, say that you have a resource that you think the prospect will find helpful. Then link to a landing page on your website where they can unlock the resource by submitting their email address.

You want to be careful to not come across as spammy. Just imagine you're messaging a friend of a friend, and want to share a resource you think they might enjoy. Here's an example of the tone of my messages:

"Hi Alex,

I saw that you're interested in improving your maid service. A lot of people in the

ISSA group have really benefited from this free download. Check it out if you're interested - I hope it helps.

Best,
Amar"

By offering something freely, you're starting off the relationship on the right foot. Note that this strategy works best when your resource is truly relevant and helpful to your audience.

Facebook group

At ZenMaid, we run a fairly active Facebook group for maid service owners. Our customers LOVE it - oftentimes, they do not have other maid service owner friends to ask questions to or just commiserate with.

If you have a Facebook group or an online forum, simply inviting someone to the group can be a huge value add. If I think someone is a good fit for our group, I send them a message like this:

"Hey Alex,

It looks like you're interested in improving your maid service. Check out this Facebook group for maid service owners - there's a lot of interesting conversations going on on a daily basis."

In this case, we're not even asking for their email address. But when they join the group they'll be exposed to substantial social proof for our brand.

Before, I was just a random guy reaching out off of LinkedIn. But when our potential customer sees that our group has 1800 maid service owners, I become trustworthy. And suddenly my team and I are regarded as experts.

Although they didn't need to give us their email, they often end up signing up for our email list of their own accord.

And even if they don't, they'll be exposed to our brand slowly through the Facebook group, which leads many to try our service.

This tactic only works if you run an active group or forum. But if you don't run one… why not? Groups are the new email list. People are yearning for more community, and groups around shared occupations or interests can provide this. Read more about how to start a group here.

Thoughtful + Strategic Questions

If you don't have any resources or forums to offer, then you can use a more direct method of selling in the meantime.

You'll want to send a message that leads the conversation towards a discussion of your product or service, without coming across as spammy.

My favorite question is "How do you currently solve X?" where X is the problem that your product or service solves for.

For ZenMaid, the message might be:

"Hey, quick question for you. How are you currently managing your schedule and calendar?"

Finding out how they are currently solving this problem is helpful to the sales process, because you can be specific about exactly how your solution beats their current one.

Replies usually fall into two categories:

1. We're currently using X method.
2. We're currently using X method and we're not happy with it. Actually, I've been looking for a solution for some time now, and that's why we sent you a connection request in the first place!

The more unhappiness they express with their current method, the quicker you can

move towards a sale.

Bad Messages (What Not To Do)

There are a few messages we've tried or seen others use that we do not recommend.

Aimless Questions
Aimless questions are questions that do not strategically lead towards discussing your product.

For example, "Hey, thanks for inviting me to connect. I was wondering, was there something on my profile that made you want to connect with me?"

This question might get a reply, but the reply may or may not naturally lead towards discussing your product. (For example, they might say "Not really, I'm just trying to expand my network").

I have heard of companies that used a similar message with good results, but messages like this have not worked for ZenMaid. That said, I always encourage experimentation. If you suspect this might work in your market, give it a try a few times.

Big Requests
The second message to avoid is making a big request of the person.

For example, some companies will immediately ask to set up a call. If you do this right away, expect a lot of No's (or no responses). I've always found that it's better to add value first, and then follow-up with anyone who shows interest.

If you're just getting started with your company or are looking for your next 10 customers fast, this might be a viable option. But in the long run, you'll burn far more leads than you close.

HOW TO AUTOMATE YOUR LINKEDIN MARKETING

You've probably got a lot on your plate already. You know, the whole running your

business thing.

So you might not want to spend the time to view 400 new profiles a day, and then send 50 messages.

I use a virtual assistant to help me with these tasks. Alternatively, you can also use dux-soup (dux-soup.com) and similar automation tools, that allow you to auto-view ALL of your search results. These apps run in the background, allowing you to choose a maximum view count and then open accounts at random time intervals.

CONCLUSION

If you're not marketing on LinkedIn, you're missing out on a wealthy market that wants to be sold to. Fix up your profile, find your target market, and start viewing profiles! You'll be pleasantly surprised by how quickly you see results.

How to Appear Huge (even when you're not)
Or: How to Become Twitter Famous

"Dude, are you famous on Twitter or something?"
-Jeremy Ginsburg, JeremyGinsburg.com

"Quite the army of Twitter accounts you have retweeting for you."
-Scott Brills, ScottBrills.com

"You're Audience is Really Engaged"

I first met Taylor Pearson, best-selling author of "The End of Jobs," in 2011 at a tiny coffeeshop in Chiang Mai, Thailand. It was a chance encounter, and relatively brief. Pearson, a remarkably tall fellow (and a giant by Thai standards), towered over a counter, peering intently into his laptop, completely engaged by his work. Sporting a quick glance over, I was impressed, by my estimation he had a good 30 tabs open on his browser.

Equipped with a curious mind, Pearson had only recently arrived in Asia, to start his internship with Tropical MBA. Mild-mannered and shy, he was perhaps the deepest-thinking person I have ever met. Each time we'd have a conversation, he'd casually introduce me to some new concept or terminology about behavioral economics or social psychology or whatever other interest he might be researching at the time.

We'd meet again in 2014, as weightlifting partners in Ho Chi Minh City (he bench presses more than I do), and again in 2015 at the Dynamite Circle conference in Bangkok. Around this time, he was launching his book and I interviewed him for my podcast.

We were having brunch in the Chitlom district of Bangkok when he turned to me and offered an unexpected compliment: "Your audience is really engaged. I got a lot of shares and retweets from your interview."

I felt a tingle of pride, but also bit of confusion, and it was until later that I realized what he meant. Nevertheless, as I run a one-man podcast show and this was a person who had appeared on at least forty other podcasts during his book launch, including the James Altucher show, I felt flattered.

On the way home I sat alone on the skytrain and reflected on his comment, pondering what it meant. What was it about me and my podcast that made it seem so much more engaged than dozens of others, including ones several times larger than mine?

Then a light-bulb lit up in my head.

HOW ANYONE CAN 10X (OR 100X) THEIR TWITTER REACH

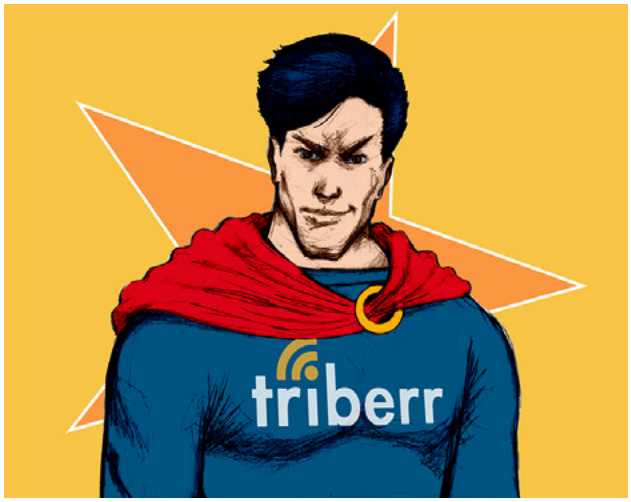
Let me ask you something…

Have you ever struggled to "figure out" Twitter? Ever wonder what you're supposed to do on this social media platform, besides follow celebrities and famous accounts?

I certainly have. I joined Twitter way back in 2009 (back during the heyday of Myspace) then promptly proceeded to not use it for six years. It seemed like it wasn't made for me; I struggled to find a purpose for my account. Occasionally I'd post some updates and highlights about my personal life, but that's about it.

Twitter made no sense to me. And it seemed like no one ever followed me; I had barely a hundred followers and no idea how to get more. It seemed the only thing to do on the platform was to follow the lives of celebrities, who were blessed with all of the real reach.

If you weren't a celebrity, no one followed you, or so it seemed. I abandoned the website for years. Then - in 2015 - something changed. A fellow blogger introduced me to at a platform called Triberr.



And suddenly I became a Twitter celebrity overnight.

HACK TWITTER WITH ITS OPEN-SOURCE API

This is where I tell you to rethink everything you thought you knew about Twitter. The really great news is that Twitter is very easy to "hack" using its open-source API, which allows normal people like you and I to level the playing field.

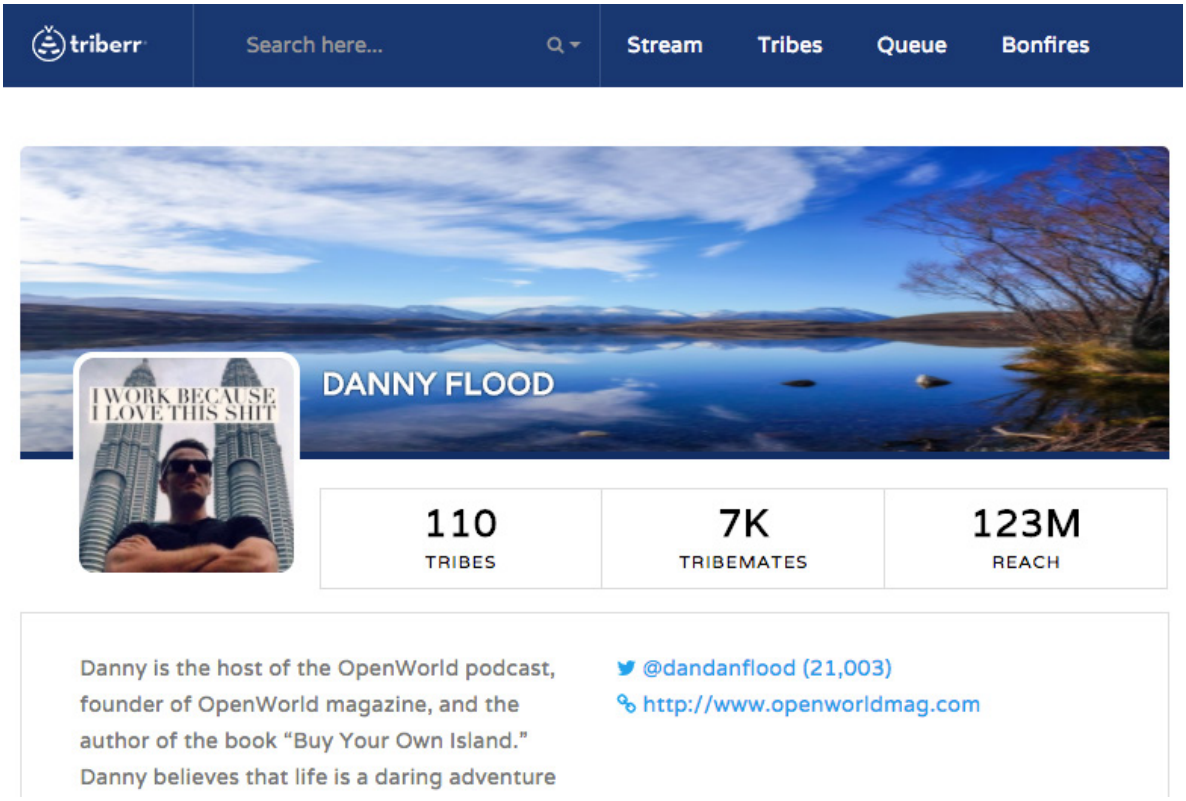
Developers have gone to work to create third-party applications and software to do all kinds of cool things with Twitter that you would never be able to do simply using the native app or website.

Using these third-party applications, pretty much anything is possible.

In this chapter, I'm going to introduce you to one of these, which a lot of people don't know about: Triberr (triberr.com).

TRIBERR: MAKING TWITTER RELEVANT

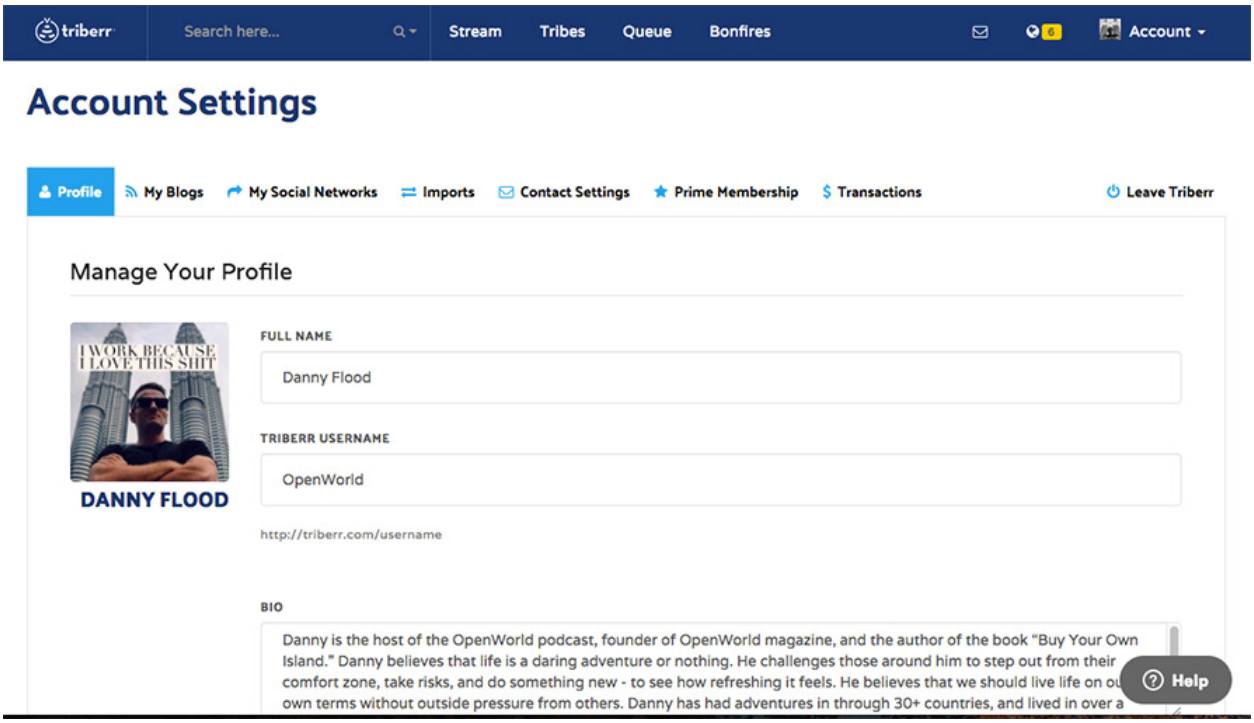
Triberr is a third-party platform that integrates beautifully as a bridge between your blog and Twitter. It's essentially a social media channel exclusively for influencers, where you can network and actively share each other's content, multiplying your collective reach.



Setting up only takes a few minutes. You can join at triberr.com, set up a profile for free, link your blog, and download their WordPress plugin. Once you've activated this plugin, new blog posts you publish will be sent automatically to Triberr's platform, where a large network of other bloggers and influencers can share your stuff with a single click.

Triberr has a bit of a learning curve to understand and use effectively; but once you do, you'll find it to be time well invested. Here I'll do my best to explain the steps to getting set up and leveraging up the platform so that you can get up and running quickly.

The first step is to connect your Twitter account to the Triberr platform. Whilst logged in to Twitter, register through Triberr. Under "Account Settings," complete all basic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My Social Networks
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Manage Your Profile
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DANNY FLOOD
FULL NAME
Danny Flood
TRIBERR USERNAME
OpenWorld
http://triberr.com/username
BIO
Danny is the host of the OpenWorld podcast, founder of OpenWorld magazine, and the author of the book "Buy Your Own Island." Danny believes that life is a daring adventure or nothing. He challenges those around him to step out from their comfort zone, take risks, and do something new - to see how refreshing it feels. He believes that we should live life on ou
own terms without outside pressure from others. Danny has had adventures in through 30+ countries, and lived in over a
Help

Next click the "My Blogs" tab, and add your blog. Click "Get Plugin" and upload the zipped file to WordPress, or search for and download the Triberr plugin and activate it. This will automatically send every new post you publish to Triberr, where it can be shared by your tribemates.

Once it's set up, Triberr works in several ways. It acts as a medium that connects your blog posts to other Twitter users. These can be easily shared with one-click in Triberr's "tribal stream."

Essentially that means the more tribes you are in the more shares and retweets your posts will get! The second feature, of course, is the ability to share relevant content from other users to your Twitter page. This provides a double benefit: you will never run out of fresh content to share with your followers, and you'll be able to get onto the radar of other influencers and build relationships in a positive, reciprocal way.

Under the "My Social Networks" tab, you can link your Twitter account and set your sharing frequency to regular intervals (in general, I share a new post from one of my tribemates every eight hours). You can log in to Triberr once or twice a week, and queue up all of your posts in less than ten minutes.

This is an excellent way to curate relevant content to share to your account, and actively sharing ensures that your content is shared in turn.

Again, it's also a wonderful, non-intrusive way to build relationships with other bloggers in your niche. They see your content, and you share their content, making it a win-win. You can comment on their posts, too, on their blog or within Triberr and build all kinds of valuable relationships that you can leverage later on.

If you check out my Triberr profile, you'll see that at the time of this writing I'm in over 100 tribes with over 7,000 tribemates and a reach of over 120 million people (by the way, telling someone that you have 120 million of anything is a great way to their attention). Every post I publish can potentially reach a combined following of over 120 million people.

I currently only have about 18,000 actual Twitter followers, but whenever I post a new blog post, I get dozens and dozens of retweets.

Of course, it isn't *quite* as simple as I've made it out to be. When you first join the site, you will find yourself in a grand total of zero tribes, with zero tribemates. You'll have to start pitching tribes to join, and this will take a bit of time. But it's an extremely easy process, all it requires is a bit of persistence.

To begin, all we have to do is start searching for tribes using keywords related to a niche, "follow" them, and request a promotion by leaving a comment in the discussion.

You can easily copy and paste the core of the message to numerous tribes in a single go:

"Hi [Tribe Chief], I'd love to request a promotion to this tribe if one is available. I have a large and engaged audience, I'm an active sharer, and always strive to post useful, unique content that your followers will love. Look forward to connecting!"

Always say that you have a large and engaged audience. Any good tribe chief will check to see how many followers you have, because if you have a lot of followers, it adds significant clout to the tribe. Anyone can easily use MassPlanner and get several thousand

followers on Twitter within a couple short months.

An even easier method for discovering tribes to join (that I prefer) is to see what tribes other established Triberr users are in, and try to pitch them as well. For example, if you look at my profile at triberr.com/openworld, you'll see a full list of the tribes I've joined on the right-hand side:

If a tribe chieftain doesn't promote you, your posts will not appear in the tribal stream where they can be shared. So it's important to take a quick glance at the members section of each tribe to see if a chief is active. If a chief hasn't logged into Triberr in the past two years, then it isn't worth it to join that tribe.

HOW TO APPEAR HUGE

Now let's rewind back to that brunch in Bangkok, and my "AHA" moment. What I'd realized afterwards was that Taylor had been tracking mentions of his name on social media. And because I had hooked up my blog to Triberr, he was noticing all of these retweets.

And I realized that this was a perfect way to get anyone's attention (and of course, seem like a Twitter superstar).

When other Triberr users share your content, it essentially includes the title of the post and a shortened link to the article. So you can basically take advantage of this and take some liberty with your blog post titles: you can insert a couple of hashtags, or you can create these "@" symbols and mention people in the titles of your posts.

Since my breakfast meeting with Taylor, I began to include Twitter handles in the titles of my posts, especially whenever I featured a guest on my podcast.

You can do the same. If you interview or feature someone, you can put their Twitter handle in the post. Once the article is live, they'll suddenly be pinged dozens of times, and think "Wow, this guy is a big deal."

In the early days, two-thirds of the guests I'd have on my show had never heard of me or my podcast before I cold e-mailed them and asked for an interview. Yet when they saw

dozens and dozens of tweets to their interview on my blog, it sends massive signals of social proof.

Of course, you don't need to start a podcast to take advantage of this trick. You can quote people in your articles. And if you mention certain people in your post, you could include them in the title too.

For example, you could write a post titled, "11 Important Lessons I've Learned from @SethGodin" or "How @LewisHowes Changed My Life" (these are some simple examples - I'm sure you can come up with more imaginative titles).

But you get the idea. And you can see the potential here. You can get anyone's attention - in a powerful and significant way - just by including their Twitter handle. If someone sees a blog post with their name in it, being retweeted 40 times, do you think they'll check it out?

You bet they will!

A WORD OF CAUTION

So, there it is! A clever way to extend your reach and become Twitter famous, and also get anyone's attention.

The icing on the cake is that Triberr can also significantly boost your website traffic: since I've begun using the platform, Twitter has become my third highest traffic referral source, and it's primarily automated.

By the way, remember the bit I wrote in the introduction chapter? To use these powers wisely? Yeah, that part.

Automation allows us to scale at a minimal cost. Be smart whenever you automate anything. Spam is only spam if you don't have a good message to share or a worthy cause to promote.

I won't be dragged into any fruitless debates about ethics; people stake out their position on the issue and they hold to it. Please do not write a bad review simply because you

disagree - I simply present strategies in an objective manner and it's your choice to do what you will with it.

Let us not forget that direct mail - a form of spam - was used for several decades before the internet came along. It is nothing new. But most direct mail advertisements would end up in the trash.

If you try tactics such as this, don't do it in a heavy-handed way. If you try something like this to get a person's attention, don't waste that opportunity. Take your time to write a great piece and be damn sure that whatever you write provide lots of value to that person.

Take some time to find out what that person is to, what projects they're working on, and in your post, offer your support. Perhaps provide a link to one of their web pages. Generate goodwill, give freely, and it will come back to you in droves.

If you were to use this tactic on me, for instance, but wrote a really thorough and intelligent article stating how my work has helped you and how you put it into effect, and endorsing this book, I wouldn't hate you for it. It would be a smart way to open the door into a new relationship.

On the flipside, if you used this tactic and tried to "take" something, such as asking me to promote your promote or asking for free, generic advice, it could backfire. These concepts are fundamental and universal.

With that cursory overview, I offer more many more powerful techniques to get people's attention - in a good way - and to virtually ensure a response in my book "Hack E-mail" (shameless plug), so be sure to check out that book too if this topic interests you!

The Ultimate Kindle Marketing Guide (For Non-Fiction Books)

In this chapter, I am going to walk you through some of the most effective Kindle marketing techniques that have worked VERY well for me. I am now a five-time best-selling author that has gotten hundreds of thousands of downloads of my books, and — equally important — used them as leverage points to build online businesses.

Self-publishing a book is a smart marketing strategy that can work out beautifully for any business. Any entrepreneur can benefit from publishing a book, whether they desire to be a professional author or not.

A book is one of the best self-liquidating lead sources available. It's far more effective and easy to promote and market a book than it is to market yourself as an individual or promote your business.

Books open doors. If you can use your book as a tool in your marketing, and promote it well, it can be very effective in finding you hot prospects and qualified leads.

Books provide credibility. A book makes you an "expert" on your topic, and positions you (and your business) as an industry leader. I believe that in this digital age, your book is your business card. Most print business cards end up in the trash and they are not environmentally conscious. But e-books can be distributed far and wide, at no marginal cost.

Books also perform very well for SEO. My Amazon book page is consistently a Top 3 result for searches of my name, and having an author page feature prominently when new contacts Google you is great for credibility.

There's also a countless number of very effective ways to promote and market your books, and get them into the hands of people who would be highly interested in what you have to say and offer. That's what we'll cover in this chapter.

Even with all of the great options available, most authors get the marketing wrong. There are nearly a million books published every year in the United States alone, and only a percentage of those books prosper and thrive while the vast majority flounder.

Many authors simply wish to write and get tense at the idea of marketing their books. Still other writers dream of the prestige of calling themselves "authors," and the actual number of books they sell is almost an afterthought.

As with any other marketing activity, it's important for us to detach our own egos from the products we sell in order to move them most effectively.

And the really great news is that you're about to learn some of the most effective techniques that anyone can use - whether they wish to be a professional author or not - to get the most value from self publishing a book.

After publishing several books at the top of Amazon, I've refined this procedure down to a science. I've also met and befriended many of the hottest Kindle authors in the game today, entrepreneurs quietly earning five figures a month just from sales of their books

(in addition to their other business activities). I've diligently picked their brains to learn their best methods to add to this process.

Like most chapters in this book, my aim is to deliver here a TON of useful information — there's a LOT packed into this beast of a chapter. Meanwhile, writing and publishing a book is a drawn-out process. Therefore, this chapter is not meant to be read through in one sitting and put down but rather as a reference, like an encyclopedia. Return to certain sections as you need at different stages of the publishing process.

STEP 1 - WIN BEFOREHAND: LEARN BEFORE YOU LAUNCH

A common thread that I've had drilled into my head over and over again from interviewing self-published authors earning the most money is that they start by researching where the best opportunities are, before they create the book.

The best marketing hack of all is to find an audience first. Regardless of what you want to write about it is worth taking some time to pre-plan, research, and try to decide which audiences will respond best to your book and which niche your book can perform the best in.

Publishing a book and then trying to make it kinda-sorta fit somewhere afterwards is much more difficult. By the way, this is exactly what I did with my first book: I didn't even begin coming up with keywords for my work until I was already filling in my Amazon book page.

So don't feel bad if you've neglected this step before. Starting your research before you write your book is best, but researching before you name your book and decide its angle can work too.

It is always a good idea to add certain sections to your content which address needs or questions you discover from the market. Spy on other books that you might consider competitors, and read the reviews. What did the reviewers like, what didn't they like, what did they wish there was more of? This valuable insight gives you a great picture into how to create the kind of book that readers will most enjoy.

Reddit is also an excellent tool for research. There are a number of excellent subreddits (which are basically targeted audiences) on practically every topic you can imagine. The easiest way to start is to type the following into Google:

site:reddit.com [your keywords]
Ex: site:reddit.com sleep hacking

If you do research in these subreddits and see what discussions are taking place around your subject matter as you outline your book, it will really help to crystallize the direction of your writing. Reddit also has a search bar on the right-hand side of each subreddit, where you can dig for specific topics. Also be sure to click the "Top" posts tab to see the hottest discussions.

A little bit of planning and research is a very smart idea for any author, to help produce a book that people will actually want to buy. And by preparing the structure in a certain way, you can optimize the book, its details, and its description, in a way that gets it found.

I did a ton of research for my book "Hack Sleep," and because the contents of the book so closely aligned to the needs of its market, marketing and promoting the book was astonishingly easy.

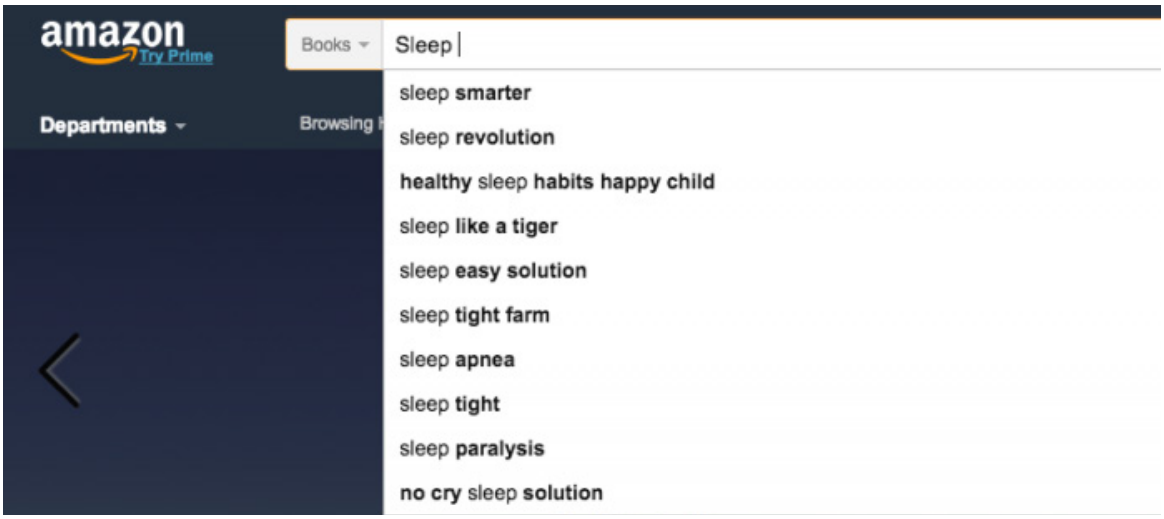
Keyword Research

Keyword research is another important preparation step because it ensures that our book secures prime real estate in Amazon's storefront. We want to make sure that people will be able to find and purchase our book when they search the Kindle store.

In this section I'll walk you through the entire process of researching and optimizing your book. This is the single most important thing to do in order to get long-term sales and passive income.

Getting started is easy enough. Begin by listing out potential keyword and keyword phrases that describe your book in a blank document. Type up at least 5-10 keywords that someone might search for to discover your book.

Once you have these, begin to look for variations. You can do this by visiting Amazon.com, selecting "Kindle Store" in the search bar, typing your keyword into the box and seeing what the autofill suggests.



So, if I were to optimize my book "Hack Sleep" I might type "sleep" or "insomnia" into the search bar, then a space, and see what phrases pop up. Take note of these and add them to your list.

Continue researching using the autofill. Type each letter of the alphabet after your keyword, "a, b, c," and so on until you've seen all the potential variations, and add the ones that look interesting to your list.

You'll probably come up with at least 30 phrases this way, and perhaps 10-12 will be highly relevant. That's it! We have our keywords collected, now we'll begin researching and choosing the best ones.

Optimizing our book

Now that we have our list of keywords selected, we only have three steps left to optimize our books to ensure they get long-term traffic and sales.

1) Select two "secret keywords."

Most people don't know about these, which means they can get you ranked in categories that other authors don't even know exist. You can find these here.

On the page, scroll down to the section that says "Categories with keyword requirements" and click on one of the parent categories. This will take you to another page with the individual "secret categories" that you can choose for your book. In order to be listed in one of these secret categories, you need to include a keyword on this page, exactly as its written! Since most people don't know these exist, it's a great opportunity to select a non-competitive niche that you can dominate.

You may find that these secret keywords are tough to apply to your book, as I did. The good news is that 99% will probably not apply to your book in any sense at all. So if you eliminate those, it shouldn't be hard to find two that sorta, kinda work.

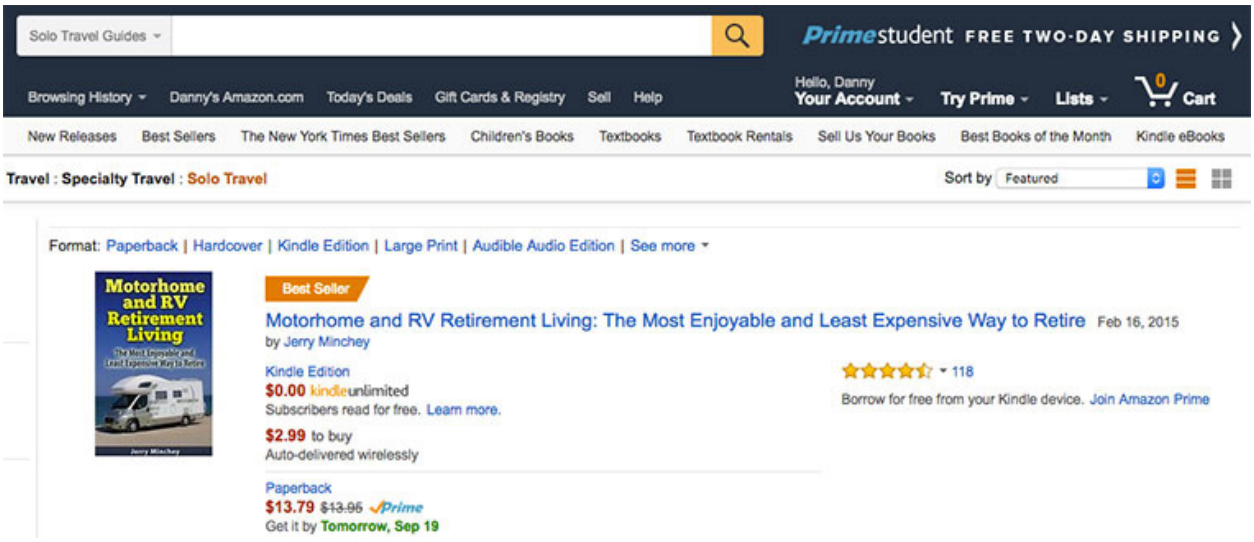
For example when I tried to add secret keywords for "Hack Upwork" I saw nothing remotely related to working from home or freelancing, so I chose "business" and "innovation."

Then something caught my eye, and I noticed a category called "Business & Money/ Biographies & Primers/Inspiration" with the secret keyword "inspiration." In the end I gauged this category to be less competitive than one focused on technological innovation, so I changed my keyword from "innovation" to "inspiration."

Fortunately for me, I had many more secret keyword options to pick from for my flagship book, "Buy Your Own Island." Business and Money, Travel, and Health/Fitness/ Dieting were three parent categories that could all equally apply in some way.

Searching the "Travel" category one keyword stuck out in particular: "solo_travel" (the keyword has to be written exactly that way to rank for this category – including the underscore!)

When I researched the category on Amazon, this is what I saw:

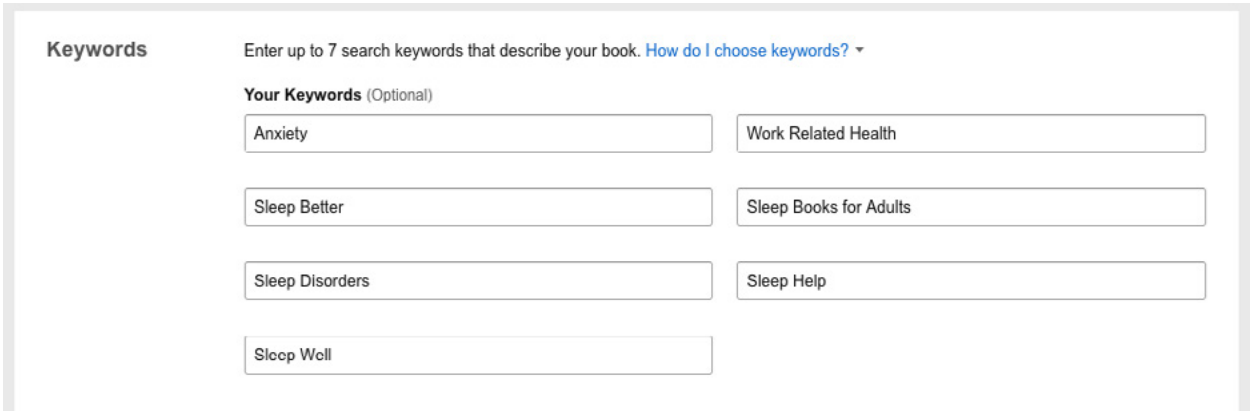


Boom! Bingo… a book with a very-poorly designed cover ranking at the top.

I was able to knock this book off and become #1 in this category. To rank first, you need to be able to beat the top book in terms of sales, which can be a challenge. But if you play your cards right, run regular promotions and temporarily drop the price down to say, 0.99 or 2.99, it's definitely doable.

2) Select five more keywords to round out the seven.

Amazon allows us to include seven keyword phrases to describe our book:

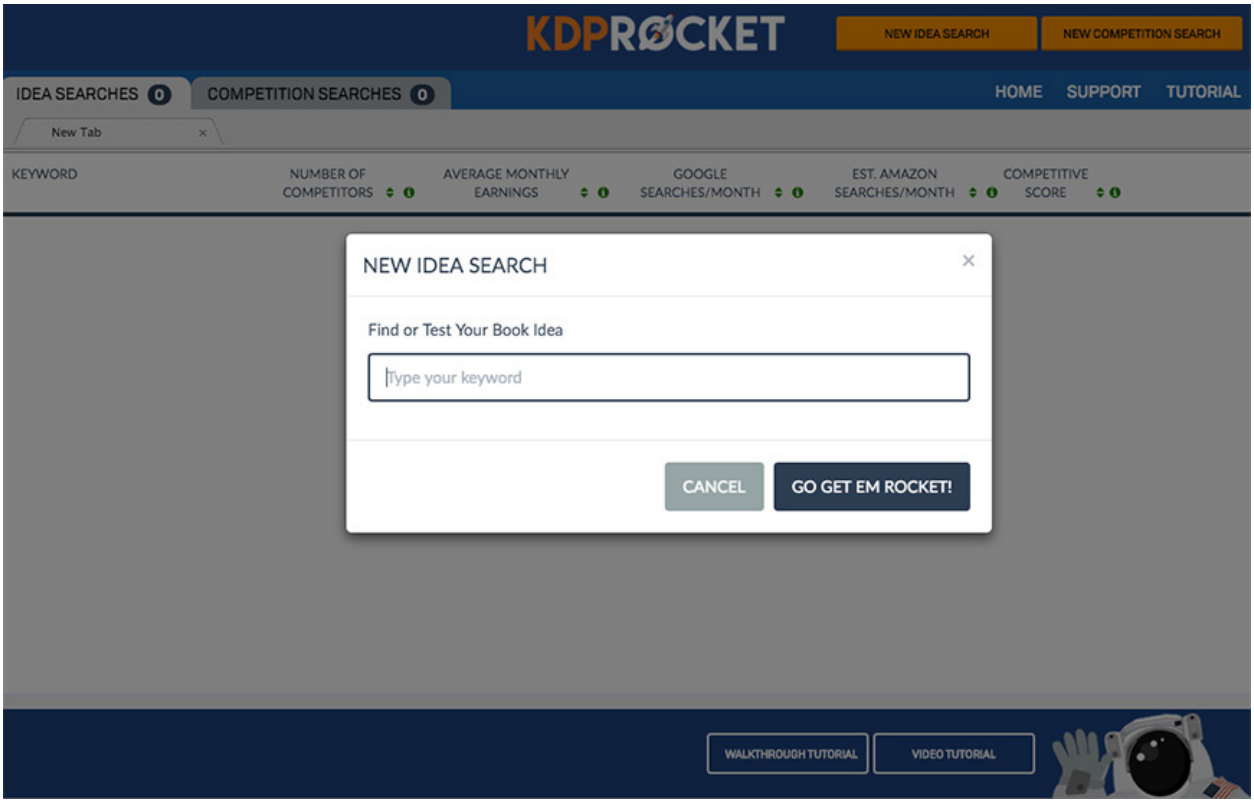


If two of our keyword phrases are targeted at secret categories, then we need to select five more. It's important that we select the best keyword phrases that have A) high

volume of traffic and B) are not too competitive (so we can actually rank).

To make this process ridiculously easy, I like to use the software KDP Rocket. KDP Rocket is the best and easiest-to-use software for performing Kindle keyword research. We start taking the list of keyword phrases we've gathered and plug them into KDP Rocket, where it provides us with all of the data we need.

For each book I publish, I choose several of the keyword phrases from the list I'm most keen on, click "Idea Search" in the software, and analyze the stats.



This is where the software really shines. It makes the research ridiculously easy. The software shows both estimated monthly Amazon search volume AND Google search volume simultaneously. It also calculates the average revenue of each book based on its ABSR (Amazon Best Seller Rank. Though this can be misrepresented from time to time – see the reason below).

One small issue with the software is that free books are often included in the results. For example, when I searched "Freelance" the very first title was a free book.

Comparing books during a free promotion to paid ones is apples to oranges and not at all relevant to what we're doing here. A book that's temporarily ranking #1 during a free promotion may not be making any money at all.

We're looking for sales.

At the time of this writing, there's no way to filter out free books from the results. Trying to sort results by pricing from "High to Low" skews the results and doesn't present you with the best-sellers. The only way to avoid the free books is to check whether it says "$0.00 Kindle Edition" next to the title.

Also, KDP Rocket looks at the average of the five books currently ranking at the top of a keyword search to calculate monthly earnings – so if there's two or three (or five) books priced at 0.00 it can throw off the estimate of average monthly earnings.

When I searched "work online" all five of the top books were priced at 0.00. So this metric was not a reliable indicator of how profitable a keyword phrase was. I took this metric with a grain of salt, prioritizing raw Amazon search volume first and foremost. These issues may be fixed in an updated version of KDP Rocket.

3) Optimize the book sales page for keyword density and click to buy ratio.

After you select your seven keywords and add them, we want to begin looking for places where we can insert these keywords naturally in the book page. The book description if the first obvious (and easiest) place to look. This is as simple as including phrases such as "sleep issues" with "sleep disorders" to match my targeted keywords.

After studying many of the top ranked Amazon books, I began to take note of several techniques to improve my book page, based on what I saw some of the most successful books doing.

Here's a quick checklist for optimizing the book page:

• **Add editorial reviews.** This can be done easily enough in **Amazon Author Central**

(authorcentral.amazon.com)**.** The more, the better. This gives your book a huge boost in credibility. Send your book out to reviewers and add their comments here.
• Use bold lettering in both your book description AND in your editorial reviews to make certain statements pop (incidentally you can also **bolden some of your keywords to give them greater importance).**
• **Add MASSIVE social proof to your "More About the Author" section.** Throw in every feature, every association, every degree and qualification that you've ever achieved in your lifetime.
• Include your desired keywords, if possible, in the title and/or subtitle on the book's page. Also include keywords from your list of seven in **Heading tags (h1 and h2 formatting).** These help show the search engine what terms the book should rank for.
• **Listing the actual contents of the book in the description** (chapter titles, sub-chapters, etc) in the form of bullets. Listing the contents, especially if they are keyword-loaded, could only help (it helps both potential readers and Amazon's search engine know what your book is about). You can add bullets easily enough by pressing ALT+8 together on your keyboard.
• **After you launch, consider adding a #1 best-seller sticker to your cover.** All of my books reached #1 best-seller during their launches, and this certainly couldn't hurt.
• One interesting tactic I spotted another book doing was actually **deliberately adding keywords at the end of the book description as "tags."** Since this book was ranking relatively well and had a top 15,000 ABSR, it certainly couldn't hurt to try.

As for how to write the copy of your book description to sell more books, I recommend this simple "AIDA" formula used by Madison Avenue advertisers:

1) Attention: focus on a very specific problem that the book helps solve.
2) Interest: pique their interest with backstory, perhaps how you struggled with the problem, yet solved it once and for all.
3) Desire: Dangle the benefits in front of them (if you state the exact chapter or location in the book where each benefit can be found, it is very powerful)
4) Action: Download the book and start reaping the benefits.

This formula is straight-forward and easy to follow. Remember that your book description is your salesman, so it is not something you want to rush. When it is written well it increases your "click to buy" ratio. The click to buy ratio is the ratio of Kindle

shoppers who click on your book within the results and make a purchase. A higher percentage means Amazon will boost your book higher so that you (and they) make more sales.

This formula was created with Non-Fiction and How-To books in mind. If you are writing a fiction book, you can still follow this AIDA template. Focus on a specific problem one of the characters have, or some type of drama. Then substitute the word "benefits" in the above with "aspirations" or "dreams" of the character that readers can relate to.

For fiction/literature books:

1) Attention: Introduce a specific problem or drama that a character is having.
2) Interest: Pique their interest with backstory. Perhaps "twist the knife" and describe how the drama/problem suddenly became even worse.
3) Desire: Discuss the aspirations or dreams the character holds despite their shortcomings.
4) Action: Ask them to download the book and find out the incredible story about what happens next.

This may not apply to 100% of the books out there, but it's a good template to follow to create a riveting story in your book description that entices the reader to purchase the book.

"Hannibal has spent his entire life fighting the Romans, since they slew his father Hamilcar. After an impossible journey crossing the Alps with an army and elephants in tow, he has defeated the Romans in two major battles. But there's a small problem: he has few allies and he's surrounded by enemies on all sides. He's also being undermined by aristocrats back home in Carthage. He's about to take fate into his own hands, defy the odds and secure his place in history. But he's running out of time and resources and even the smallest misstep will lead to certain doom."

You get the idea. With a great description, even a book about history can be exciting!

STEP 2 - WRITE THE BOOK

After performing our research, and armed with our target keywords, we have a good idea of what to write. It's time to pull out all of your best productivity hacks and write! If you're struggling with this the writing process, I wrote a helpful post here (openworldmag.com/techniques-writing).

Alternatively, you could also outsource the actual writing to a ghostwriter using hotghostwriter.com or ewritersolutions.com. This is what my friend Adrian Ingram does, and he typically pays $150 for a short 10,000 word book. Considering he's published over 200 books and is earning over $11,000 a month in royalties, this process seems to work!

With the book written, all that's left is to format and design a cover. I usually start with an editable vector or a JPEG file from shutterstock.com (cost: $50 for five images, so $10 each), and then layout my cover in Photoshop, using free designer fonts from dafont.com.

The margins of the Amazon book cover should be at least 1,000 pixels tall by roughly 650 pixels wide, but Amazon recommends 2,560 x 1,600 for high pixel screens:

Buy Your Own ISLAND
The Ultimate Guide to Breaking Free and Making Your Dreams Reality
DANNY FLOOD
YOUR NEW AND EXCITING LIFE BEGINS NOW.
"REALLY FUCKING GOOD"
"INSPIRING AND EMPOWERING"
Buy Your Own Island
DANNY FLOOD
Buy Your Own ISLAND
The Ultimate Guide for Being, Having, and Doing What You Want
DANNY FLOOD

Example proportions of Kindle cover (left) and Createspace cover (right).

Next, we'll want to create a version for Createspace, Amazon's website for print books.

The margins for print book sales can be quite high. The basic strategy here is to start your print book priced low, at say $7.99, then over time continue raising the price by one dollar as long as sales stay consistent.

Createspace can also allow you to sell copies of your books in bulk. For instance, if you write a book about business, a company might ask for an order of 100 copies to offer to their clients. I had this happen with my book "Hack E-mail."

With Createspace, we need to create a spine and back cover, and since it's a print book, the pixel dimensions will need to be higher - the original size of the cover below is 5400 x 3375, but the size of your book spine will vary (createspace.com/Products/Book/CoverPDF.jsp) depending on the number of pages in your book.

Also note that if you include any clickable links in your manuscript, that you should also go through and list the URLs for print readers.

Another step to consider is to create an audio book. Creating an audio book has two important benefits: you can use it as a free giveaway to build your mailing list, and its also a great way to catch any typos or errors you missed.

When I read my manuscript aloud to myself, I caught so many errors that were missed by scanning the content with my eyes. You can easily record an audio book of yourself reading your manuscript in Garageband and then upload to a file sharing network, such as Amazon SW3.

Once your book is written, formatted, and prepped, its time to submit it to Kindle and move into the ever-so-exhilarating launch phase!

STEP 3 - CRUSH THE LAUNCH

When it comes to Amazon, your launch is HUGE.

You need to plan a promotion for the week the book launches and drive as many downloads as possible, ideally to secure a #1 spot on the charts within your category.

The first thing to understand is that Amazon has two best-seller lists in EVERY category: Paid and Free. That means, your book can become a "best-seller" just by giving it away during a FREE promotion.

Why would you do this? Well, the main reason you might do it is to penetrate a market and build your e-mail list, by including an offer after the title page that directs readers to an opt-in form. There are also a ton of huge newsletters for free books where you can easily promote your book during its free days.

If you raise your price from free to 99 cents, many people who discover your book after a free promotion is over will still purchase the book, creating a carryover effect.

However – if you think doing free launches is enough, you are wrong! You need to make it into Amazon's search engine as a PAID best-seller immediately after your book's launch so that you can crack the important "Hot New Releases" section. This helps people to naturally "find" your book – and skyrocket the number of sales you receive during the first month.

The first two weeks that your book is live are the most important - during this period you need to drive as many paid downloads as you can possibly manage.

I've talked to several top-selling authors and their strategies vary slightly. Some start with a paid promotion out of the gate and others follow a hybrid strategy of a free promotion for a few days followed by a 99 cent sale. I've been adjusting and refining my launch schedule based on this feedback and my own experiences.

My strategy is to focus on a hybrid effort for the launch. Do a free promotion for the first three days that your book is live, and just flood the market. You'll introduce a bunch of new people to your work and start building up your base of "1,000 True Fans" – people who love what you produce, start to follow you, and snatch up everything you do. This is also a chance to ask all of your friends and subscribers to write reviews for the book.

After the free promotion, run your 99 cent promotion and just dominate the rankings.

Here's a working procedure of my ideal launch schedule:

30 days before launch: During the pre-launch phase, you must start building a groundswell of buzz around your book. Begin putting out information that your book is nearing completion, and ask around for beta readers, through Facebook posts and emails to your subscriber list and network. Send out free copies in exchange for feedback and reviews. These beta readers can become a small army of supporters who can help edit and catch mistakes you've missed, and offer valuable feedback.

If you like, and have the time and resources, you can set up a landing page and begin creating a mailing list. See the "Engineering Viral Launches" chapter for information and resources.

15 days before launch: Begin notifying book promotion newsletters about the upcoming launch.

Day 1: Publish the book.

Days 2-6: Get as many reviews as humanly possible. E-mail everyone you know. Ideally you gave out a bunch of copies to beta-readers a few weeks before publishing. Now's the time to get in touch with them! This is also an ideal time to run your free promotion: ask people to download the book from Amazon for free, then write a review. It will be listed as a "Verified Purchase" review.

Days 7-9: get blasted out on 99 cent promo sites and newsletters, such as Buck Books.

Days 10-16ish: remain at 99 cents and get as many downloads as possible

Day 17ish: change to real price (2.99, 3.99, 4.99 etc)

Now that we understand how the process and timeline looks like, let's look at specific strategies to dominate the bestseller rankings.

Book Promotion newsletters

During the month before your launch, you should start getting in contact with book

promotion websites. These are website services online that have huge databases of e-mail subscribers who like to purchase 99 cent books. You contact them, send a small fee, and they'll promote your book at 99 cents to a list of tens of thousands of potential readers. You make the money spent back many times over through book sales and the ability to reach more readers.

These are sites such as: BuckBooks, Bookbub, BookSends, BargainBooksy, EbooksHabit, James H Mayfield, Booksbutterfly, RobinReads, ReadingDeals, ReadCheaply, Ereader News Today, The Fussy Librarian, Bookzio, and BKnights' gig on Fiverr.

My friend Dave Chesson of Kindlepreneur has also prepared this list with even more book submission websites and newsletters to submit your book to (both free and paid). With this, you should be well on your way.

I also use this page (authormarketingclub.com/members/submit-your-book) when running free promotions.

There is no shortage of newsletter promotion services to choose from, both for free and 99 cent Kindle promotions. One that's been a consistent staple of my launches is Buck Books. The service used to be free but at the time of writing is currently $32 to schedule a promotion with Buck Books – a fee well worth it as driving a huge sales spike in a short time frame is the most important part to a successful launch.

Before these newsletters feature your book, start e-mailing everyone who's read your book and get as many reviews as you can manage.

Once these newsletters run your promotion to their list, keep your book at 99 cents for a week afterwards. If your copy is really great and you have some shining reviews, people will naturally discover the book and buy it. This signals to Amazon that the book is quality – and they want to promote quality books to their readers.

During your launch week, you get a huge spike in sales, and then Amazon starts to send a ton of organic traffic to your book. Getting the #1 spot in your category is a great achievement, but if you manage to show up in the "Hot New Releases" section, then you're going to start earning some serious bank.

Promote on Reddit and Facebook

The first couple of weeks, while the newsletter promotions are going on, you should also be promoting your book in groups and forums such as Facebook groups and Reddit.

Facebook is an excellent place to promote your free books – with groups full of engaged, highly-targeted potential readers. Facebook advertisements are another excellent way to reach targeted readers. See the chapter "Engineering Viral Launches" for Facebook and Reddit hacks.

The goal is to get as many eyeballs (and sales) on your page as possible within the first couple of weeks. Find interest groups of people that would be hungry customers for the type of book you offer; you can easily get thousands of extra downloads with a great book targeted to the right groups.

Purchase a BookRazor gig to secure reviews

One easy way to boost your book's performance is to purchase a gig through BookRazor (bookrazor.com). For a small fee, you can send the good folks at BookRazor links to some books published that are similar to your own. In return, BookRazor will send you a spreadsheet of Amazon users who reviewed those titles, their names, and e-mail addresses, including "Top 500" and "Vine Voice" reviewers.

After I receive the list, I'll copy these into a Google Sheet and then import them into Streak, a free application for Gmail. Using the a "Mail Merge" feature, we can send out automated customized mass e-mail to the entire list in just a few minutes.

An actual email I send out looks something like this:

Hey Joseph, I saw your review for "The 4HWW" on Amazon and really enjoyed it. It's one of my all-time favorite books, and inspired me to travel the world for the last 7 years!

Would you be interested in checking out my book for free? It's called "Buy Your Own

Island," and I'm pretty sure you'll love it, too.

https://www.amazon.com/Buy-Your-Own-Island-Ultimate-ebook/dp/B00SMHMLOQ/

The book features 28 chapters of actionable content and goodies/resources, eight case studies, and so much more! It's based on interviews and case studies of people I've met around the world through 4+ years of traveling the world to over 30 countries. Readers have reported stunning results as well - check the reviews.

Here's a free digital copy (PDF) for you to check out with my compliments :) If you prefer .epub or .Mobi, let me know.

If you enjoy the book and have a moment to consider writing a review, it would be much appreciated! Let me know if I can ever help you in any way.

Warm regards from Malaysia,
Danny

As a result of this email (sent in bulk via Streak), this particular reviewer wrote reviews for two of my books, including this one:

Top Customer Reviews

★★★★★ **Interesting Perspectives!**

By Dr. Joseph S. Maresca HALL OF FAME TOP 1000 REVIEWER on September 17, 2016

Format: Kindle Edition | **Verified Purchase**

"Hack Sleep" by Danny Flood has some good perspectives on the dynamics of sleep. Danny develops concepts like insomnia, the circadian rhythm, rem and non-rem sleep. Shifting is discussed ; whereby, people rest, become active, reach alertness and sleep.

Danny discusses strategies to manage cortisol like taking magnesium (Mg.) after aerobic exercise. The book discusses how massage actually induces sleep by relaxing the body in preparation for rest. The author discusses how naps are a compensating factor for sleep deprivation. This is true in this reviewer's own experience although a nap can compensate due to an exhausting schedule. Somewhere between 25 and 26 minutes is cited as the level of sleep required to improve performance.

Danny discusses how meditation improves the ability to sleep and there is some presentation on the techniques. The author mentions an interesting concept which involves recording dreams. The act of recording a dream can be helpful in order to re-create the contents more accurately during the waking hours.

Overall, "Hack Sleep" has some interesting ideas which could be developed even further with case studies.

As a result of these efforts I've been able to secure more reviews for a book, including several from Top 1,000 Reviewers. From what I've observed, credible reviews from top ranked Amazon reviewers do seem to provide a significant boost to any book. I'm not entirely sure if Amazon factors them into its algorithm, or if it merely provides a credibility boost to potential buyers (or both).

At any rate, you can keep these contacts forever, and email them again if you ever publish a sequel or follow-up book on a similar topic.

If BookRazor is no longer available by the time you read this, you can try using "Data Miner" and the strategies outlined previously in the "10x Email and Social Media Outreach" chapter of this book to find reviewers.

Get featured on a huge media outlet

Writing a book is a free access pass to publicity and a moderate amount of fame. It's like your ticket to being let in, past the line of people waiting outside, to the VIP section of the hottest club in Vegas.

Milk this for all its worth. Use your book as a tool to open doors. Promote your book (and you) to all of the biggest blogs and podcasts related to your area of focus, and ask to do an interview together.Thanks to my books, I've gotten featured on over 40 podcasts (and done countless guest blog posts) to date.

On the other hand, one really big interview on the RIGHT channel can provide a huge boost for your book. After my friend Taylor Pearson published "The End of Jobs" one reader brought the book to the attention of James Altucher, a New York Times Best-selling author and podcast host with millions of listeners. Shortly after the book launch, Altucher mentioned "The End of Jobs" on his podcast and interviewed Taylor the next week.

This exposure catapulted Taylor to top-ranked author overnight. This is a HUGE part of the game. If you can just get on one really big, highly-targeted podcast or radio show and give a killer interview, it can drive hundreds, perhaps thousands of sales and ensure a long-term high ranking within Amazon's search engine.

If you include interviews in your gameplan, record them well before you launch (1-2 months beforehand) so that the interview goes live as close to your launch date as possible.

STEP 4 - MARKETING YOUR BOOK POST-LAUNCH

Congratulations! All the hard work is done, and if you've implemented the strategies in this chapter, you are now a best-selling author.

If you've performed keyword research and optimized your book page for Amazon's search rankings, you should be well-positioned to earn organic sales (and passive income) for a very long time.

But there's no need to take our foot off the gas pedal! There's quite a lot we can do at this point to earn extra mileage (royalties, readers, and subscribers) from each book.

Continue free and 99 cent promotions, and re-launch your book

Continue to stoke the fire under your book by periodically running ongoing free and 99 cent promotions. KDP allows you to run discount promotions (Kindle Countdown Deals) and free promotions (Free Book Promotion) every 90 days, so you should schedule 3-4 per year around holidays, or whenever you wish.

No need to reinvent the wheel here; just keep following the same strategies from the "Crush Your Launch" section. In my opinion, free promotions are more valuable than 99 cent promotions because you'll earn several times more downloads, and we can't hit the "Hot New Releases" section with an older book, which defeats the main purpose of 99 cent promotions.

With these promotions our goal is to continue bulking up our email subscriber list, build our base of "1,000 true fans" for cross-promotions, and move readers up our product value ladder. Someone who downloads or purchases your book has displayed that they are interested in your content, and a qualified, targeted prospect.

Free promotions are a wonderful way to do it for free (and one of the most effective tactics I've discovered for doing so). I went from 8-10 subscribers per week from my blog to getting 15-25 subscribers per day as a result of including an audio book offer in the front of my book.

Buy Your Own Island
The Ultimate Guide to Breaking Free
and Making Your Dreams Reality
DOWNLOAD MY NEW AUDIO BOOK FOR FREE!
To say thanks for downloading this guide,
I'd like to give you the audiobook for my #1 best-selling
book, "Buy Your Own Island" - 100% free!
For more resources, articles, and educational and inspirational podcasts, visit:
www.OpenWorldMag.com, a magazine and podcast managed by the author.
Also - if you enjoy the information in this guide, I'd appreciate a review :-)
You can write one here.

Example audio book offer on title page.

The offer includes some copy, a picture of the gift, and two links to a landing page. I create my landing pages with LeadPages. LeadPages comes with a steep price, but its worth it for what you get it. Thrive Themes is an alternative.

Once someone clicks to receive your offer, arrives on a landing page, and subscribes, send them special goodies from you and discount codes for other related products which may help them. Alternatively, you can also include a coupon code in your Amazon book instead:

Want to earn more money in your freelance career and save a bunch of time too?

Here's what's up: I've just released the complete package of systems, processes, documents, and templates I used to successfully grow my digital agency, to the point where I was working only 10 hours a week while traveling the world.

These "secret documents" are so valuable that I attribute them for the massive change in my business - and once you check them out, you'll see why. Everything is broken down into systems and procedures, plus there are great templates to manage clients and earn more money with your projects.

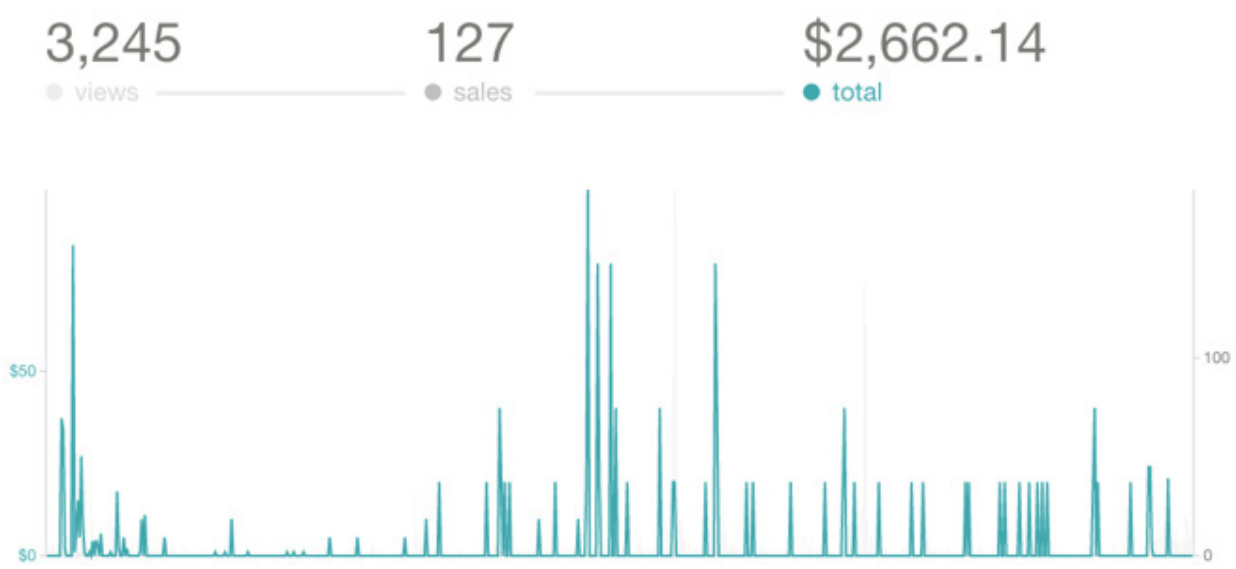
And the best part? I'm offering a 75% discount for readers of this book. But I'll be removing this offer very soon.

Go here to learn more. When you check out, enter the promo code **"elitefreelancer20"** and you'll get a 75% discount on the entire package.

Let me know how it works out for you. If you have any questions or find the package isn't for you and want a refund, write to me at danny@openworldmag.com.

Gumroad (gumroad.com) syncs beautifully using this method because it's super simple to use and deploy. Uploading a digital product and creating a landing page can be done within minutes, and you're ready to set up shop.

You can also easily create as many special coupon codes as you like, and automatically set up a follow-up with everyone who purchases your Gumroad product, creating your own hot "buyer list." You can import these into your main subscriber list, or email them yourself later (Gumroad freely displays their email addresses). And you'll create another passive income source for yourself from sales of the product itself.



Sales of my Gumroad product with traffic driven from Amazon book promotions.

Regardless of the type of offer you include, you should also include a page with some info about any other Amazon books you've published, with links so readers can check out and purchase additional titles from you.

Build up your mailing list with a "permafree" book

Finally, if you really want to make a go of building your list, you may also consider listing a short e-book as "permafree."

Consider your permafree book as a massive guest blog post on the site with the biggest readership on the planet. Amazon is the third most trafficked website in the US and sixth overall in the world -- and a permafree book is the easiest way to get the biggest possible chunk of readers and subscribers from this massive market.

Nick Stephenson, a self-published author, built a subscriber list of 15,000 readers in less than six months simply by giving away the first title in his crime thriller series away for free.

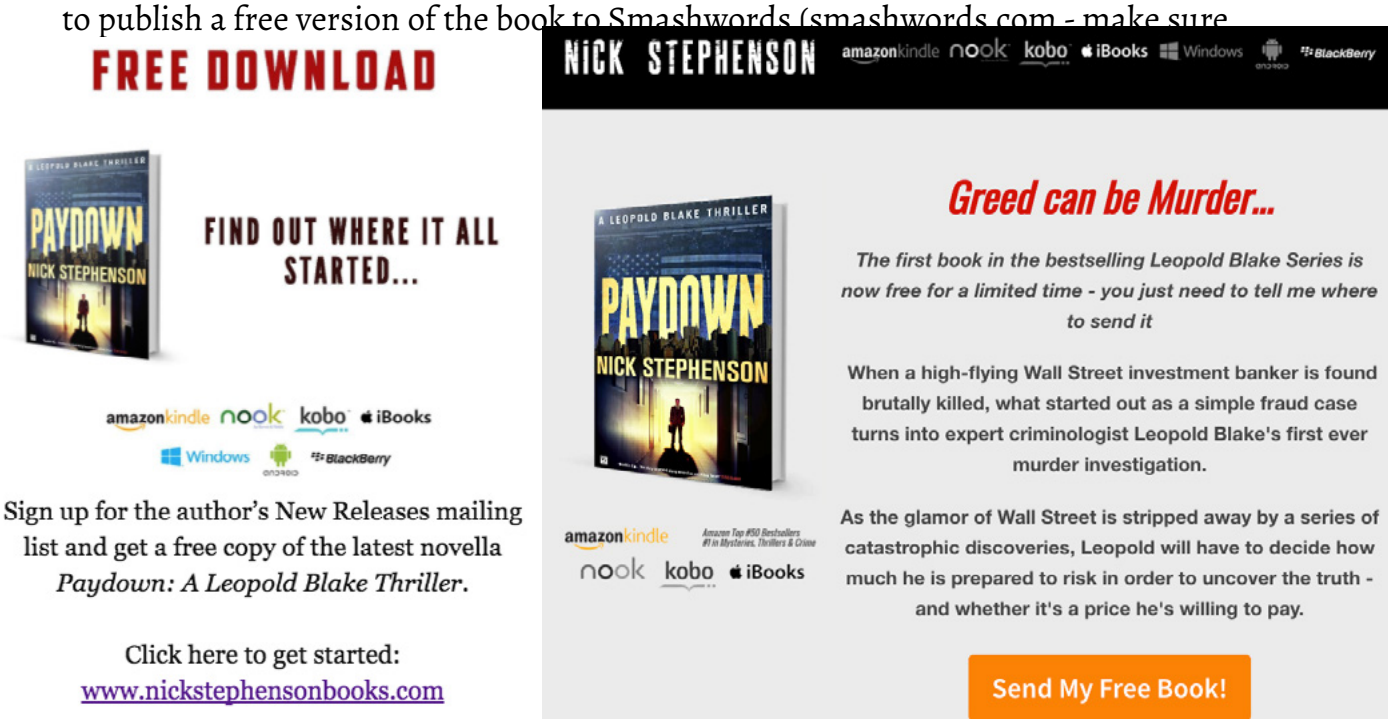
Permafree book page for "Wanted:"

Opt-in offer (after title page) and landing page with additional free offer:

If you have written a larger book, you can even upload a few of the best chapters and entice free readers to either purchase the larger work or subscribe for more. You could also repurpose content from other sources such as blog posts you've written, podcast notes, or even notes you've kept from other books. Get creative and think what would be valuable to others, and you can quickly create a permafree book that will work for you.

Look inside
A LEOPOLD BLAKE THRILLER
WANTED
NICK STEPHENSON
Wanted (A Private Investigator Series of Crime and Suspense Thrillers, Book 1) Kindle Edition
by Nick Stephenson (Author)
1,024 customer reviews
Book 1 of 6 in A Leopold Blake Thriller (6 Book Series)
See all 3 formats and editions
Kindle $0.00
Paperback $10.99
Audiobook $0.00
Read with Our Free App
17 Used from $4.00
18 New from $10.99
Free with your Audible trial
Nowhere to hide...

To list a book as permafree on Amazon is rather straightforward. First you would need to publish a free version of the book to Smashwords (smashwords.com - make sure not to select "Enroll in KDP Select" on Amazon's site) or Google Play and then submit a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Greed can be Murder...
The first book in the bestselling Leopold Blake Series is now free for a limited time - you just need to tell me where to send it
When a high-flying Wall Street investment banker is found brutally killed, what started out as a simple fraud case turns into expert criminologist Leopold Blake's first ever murder investigation.
As the glamor of Wall Street is stripped away by a series of catastrophic discoveries, Leopold will have to decide how much he is prepared to risk in order to uncover the truth - and whether it's a price he's willing to pay.
Send My Free Book!

ticket to KDP Support asking them to price match the book at $0 on Amazon, with a link to the Smashwords or Google Play page as proof.

A permafree book will always be out there, going to work fulltime, to help you build your list and drive more prospects into your funnel!

Boost your subscriber list with Noise Trade

Another service worth checking out is NoiseTrade (noisetrade.com/info/ads). NoiseTrade claims to have a subscriber list of over 500,000 readers. You can offer your e-book for free in exchange for "tips" and opt-ins. But the real action happens if you pay a fee for NoiseTrade to feature your book in their newsletter.

To run a newsletter promotion will set you back $150, but it can also earn you several hundred new e-mail subscribers. If your goal is to build a subscriber list, then it doesn't get much easier than that.

The only downside is that NoiseTrade doesn't integrate with subscription services such as Mailchimp and Aweber. That means you have to manually import subscribers into your subscriber list. A bit of a pain and time-consuming, if you run any promotions with NoiseTrade be sure to import your subscribers quickly, while they still remember who you are and why you're emailing them.

HOW TO PROFIT FROM PAPERBACKS

Guest submission by Adrian Ingram (FreedomSelfPublishing.com)

Despite Kindle books growing in popularity, people that sell their books on Amazon usually make more money from the paperback version.

This is mostly due to the fact that you can be a lot more flexible with the pricing. Self-Published Kindle editions typically go for $2.99 - $4.99, whereas you can charge a lot more for you're a physical edition, while still earning a good royalty!

Not everyone publishes a paperback edition, so that can also mean less competition for us as self-publishers!

Fo these reasons, it definitely makes sense to also publish your book as a paperback. The beauty of publishing a physical book on Amazon is that they offer a print on demand service. That means that you don't need to worry about carrying physical copies of your book, or incurring any up-front fee for getting them made. Amazon prints these books only as the customer orders them, and handles all of the shipping for you.

Formatting your Paperback

The first step is to get your book formatted to be sold as a physical edition. The book file needs to be a PDF, and the spacing has to be specific to the size you'd like your physical book to be. This can be a difficult thing to do, and so I wouldn't recommend trying to do it yourself.

I'd recommend using fiverr.com to find someone to properly format the book for you. Simply go to Fiverr, and search for: 'createspace formatting.' You'll easily find people who will format up to 50+ pages for just $5, and usually within a 24-hour time period.

All you have to do is simply end them the word document of your book, and let them know the size you'd like your book to be. The most common size of a book on Createspace is 6" x 9", so that's what I'd recommend.

Next, you'll need to get your Kindle cover formatted to be 3D. Once again, I'd recommend heading to fiverr.com. Simply search for: 'createspace cover' and you'll find people who will handle the editing for you.

Here, you'll simply need to upload your kindle cover, along with a back-page description that you'd like them to add. Also, you'll need to tell them how long your book is so that they can ensure that the book spine is the right size.

Publish your Paperback

Now that you've spent an additional $10 to get your book formatted, you're ready to publish!

At this point, you have two different options:

1) Publish to Createspace
2) Publish to KDP

Your book should already be published as a Kindle edition through KDP, who have recently added the option of publishing your book as a Paperback through the same platform.

However, I'd recommend going with createspace.com for now. Createspace is an Amazon-owned company, that handles the production of print on demand books.

I recommend going through them because they also allow your book to be sold through expanded distribution channels, which is something that KDP doesn't offer just yet. That means that as well as being available on Amazon.com, your book can also be sold through libraries and educational facilities.

Head to www.createspace.com and within an hour you should have your book uploaded and ready. Createspace will spend around 24 hours checking your book to make sure the formatting is correct. After that, you personally have to log in to Createspace and approve the proof.

You can either order a physical proof copy of your book, or you can simply view the digital proof to check if the formatting is okay.

If it all looks good, hit the 'Approve Proof' button, and in 3-5 days time your book will be available on Amazon as a physical edition! It will be shown on the same sales page as your Kindle book, so all reviews will show on the same listing!

Pricing your Physical Book

I'd recommend starting by pricing your physical book low. Depending on the length, I'd suggest between $6.99 and $9.99 to begin with.

At that price point, you'll only make around $2 - $3 per sale, but that will help you to get

some initial sales and begin to show up in search results on Amazon.

After a month passes at that low price, you can go ahead an increase the price. At this point, I'd recommend anywhere between $14.99 and $19.99. This really depends on the length of your book, and the value you think it provides.

At $19.99, you'll most likely get around $10 royalty per sale, so you can see how the royalties can really start to add up!

HOW TO CREATE AUDIOBOOKS THAT EARN

While not yet as popular as Kindle or paperback editions, more and more people are beginning to purchase audiobooks.

Amazon is really pushing their Audible program, and heavily encouraging both authors and customers to get involved.

The barriers to entry for Kindle books are very low. That means there's a lot of competition in that market. There's slightly less competition in the Paperback market, but it's still not too difficult to get started there.

However, the Audiobook market requires more work on the author's behalf, which lowers the competition drastically! Right now I'd estimate that only around 5% of self-published Kindle books have an audiobook counterpart. That lack of competition presents a big opportunity for us!

Once again, your Audiobook will be available on the same Amazon page as your Kindle and Paperback editions, so all reviews will be carried across!

While the audio market right now isn't huge, having an audio version of your book could easily bring in an extra $50+ per month passively without much extra work.

Selling Your Audiobook

There are three main options for selling your Audiobook:

1) ACX
2) ACX Royalty Share
3) Authors Republic

ACX is Amazon's platform for audiobook publishing. If you publish your Audibook here, it will be made available on Amazon.com, Audible.com and also on iTunes.

If you record the book yourself (or hire a narrator) you will receive 40% of the book sales as a royalty. Hiring a voice actor can be quite expensive though, so I wouldn't go this route unless you're confident in the demand for your book.

Alternatively, you can enter in their royalty share program. Here, a narrator will professionally record your book for free. The only catch here is that you will split the royalties 50/50, so you'll only keep 20% of each sale. You can take a look at the different ACX options here (http://www.acx.com/help/what-s-the-deal/200497690).

The final option is Author's Republic (authorsrepublic.com). This is a site similar to ACX. However, when you publish your audiobook here, they will make it available on Amazon, ACX, and iTunes, as well as an additional 30+ platforms! Here, you'll keep 30% of what your book earns across the different platforms.

No matter which option you choose, turning your Kindle book into an Audiobook can be a lengthy process. Often the recording and editing process can take a few weeks. Once uploaded to ACX or Authors Republic, you can expect to wait anywhere between 30 to 60 days before it's actually available for sale.

Creating Your Audiobook

As briefly mentioned earlier, there's 3 main options for getting your audiobook created:

1) Hiring a voice actor
2) Royalty share
3) Recording it yourself

Hiring a voice actor ensures that you'll end up with a high quality finished product, but it is quite pricey. I'd recommend hiring a freelancer from www.upwork.com, or using an audiobook service. You can see a list of recommended Audiobook services here (authorsrepublic.com/creation).

Expect to pay anywhere between $20 and $100 per 1000 words read. That can quickly add up if you have a long book!

The royalty share option is the one that I'd recommend for most people. Here, you need to list your book on ACX, along with a description of why you think it would sell well as an Audiobook.

Here, you should mention how well your book sells in the other markets (Kindle & Paperback) along with the kind of promotion you'll be doing for your book.

If voice actors are interested, they'll apply to be the one to record your book and share in the royalties. Check out their other work and ask for samples. Then, you can choose whoever you like best and you're on your way without incurring any extra cost!

The third and final option would be to record the book yourself. This appeals to a lot of people, but it's not as simple as you'd think. Amazon is very picky about the formatting of their audiobooks and so it's not quite as simple as it sounds.

Unless you have experience with editing audio or in sound engineering, I'd suggest you avoid this option!

IN SUMMARY

While a book can provide a nice passive income in and of itself, it can also serve as a front-end self-liquidating lead source too. This is a powerful way to build an online business.

Kindle e-books in particular are great for market penetration. Many are priced low to begin with, which lowers the barrier of entry for someone to discover you and your work. And you can run as many promotions for them as you like — forever.

You can get your e-books onto the screens of tens of thousands of people — where they discover other offers, join your list, and so on, and it costs you nothing. And if you want to make a go of it, you can keep publishing more books, and repeat this process all over again!

BONUS - SELL THE FOREIGN RIGHTS TO YOUR BOOK

If you have an awesome book that sells well, you can easily find an agent who can help you find someone to buy the foreign rights of your book. You give them the right to translate and sell your book in a country like Japan, or Brazil, in exchange for a paycheck. **This is free money!**

A friend earned a cool $9,000 this way by selling the foreign rights to his book (through an agent) to a domestic publisher in South Korea. John Penberthy, author of "To Bee or Not to Bee" racked up $40,000 from foreign rights to his book, and shares how he did it:

Knowing how tough it is for an unknown author to get published and knowing how difficult it is for an individual to nationally market a self-published book, I did everything bass ackwards and it has worked beautifully!

After self-publishing my book, "To Bee or Not to Bee," a year and a half ago I got a website made www.ToBeeBook.comwhich included a 60 second trailer. Then I identified email addresses of over 100 foreign literary agents through internet research and sent them a brief descriptive email with the link to the trailer.

This piqued the interest of a dozen or so who requested a review copy. Several of them took me on and offers for translation rights from foreign publishers started coming-Korean, Italian, Spanish, Portuguese, Slovenian, Chinese and Romanian-with advances totaling nearly $40k. Several other languages are in the works. I strongly recommend using literary agents (as opposed to contacting publishers directly); they are worth their weight in gold.

With this track record I sent out 50 books to American literary agents, several of whom responded. I chose one and within 2 months had a contract with a nice

advance from Sterling Publishing, a subsidiary of Barnes and Noble, for World English Rights. To Bee or Not to Bee will be re-released in hardcover in the U.S., Canada, U.K. and Australia this fall.

If you feel your book has universal appeal I recommend going this route."

Hack Blogging: How to Create Content That Converts

Clients often tell me that they would like to start blogging and ask me for tips. My answer is usually much more than they were expecting.

Too many people begin a blog with no particular aim in mind. It's like setting out to sea with no particular port as the destination. Conventional blogging advice suggests a ton of work writing tons of posts and building links and within six to twelve months you may begin seeing traffic. That's a fantastic strategy to burn yourself out.

A legendary direct response marketer once told me that website "HITS" stand for "How Idiots Track Success." I didn't quite understand what this meant at the time, but after more than a decade of doing business online I do now.

The only metrics I care about these days are sales and revenue. Spend your time on

things that make money and ignore the things that don't. **And establish your path to profit from your blog from the VERY beginning.**

My marketing philosophy is very simple; "all businesses grow from conversations" and facilitating those conversations is the goal of marketing. Every single piece of content should be aimed at starting conversations which create prospects and leads that grow my business.

And these conversations are infinitely easier to create when you fish in pools of hungry prospects. **The greatest marketing hack is to find an audience and tailor your message to them.** Your content then becomes the line and bait which you toss in front of large schools of ravenously hungry fish.

Well this all makes sense, but how do we do it?! It all really comes down to your goals.

Blogging that generates leads

I'm currently big on Medium. I've switched most of my blogging efforts these days onto medium.com (despite the fact that I have a four-year old blog) because it supports my objectives and also makes my life so much easier.

Medium is perfectly formatted and publishing to the platform is as easy as it gets. You never have to worry about updates, security issues, broken code and error messages, or paying a web designer.

Medium articles rank well in SEO and are easy to share on social media. Articles on authoritative websites (such as HuffPost) will **always** stir more engagement in the newsfeed than articles on an unknown blog. If you don't have any journalist friends, however, Medium is the next best platform to publish on.

Medium is a platform for long-form content, which is great news for most marketers. Rather than create 100 short keyword-stuffed articles in the hopes of acquiring traffic, you can go to work creating pieces of content that *really* shine, and get wide exposure right away.

To create great long-form content, extensive guides on how to do something (such as any chapter from this book) are a good place to start. A rule of thumb which helps guide us to create popular long-form content is to attack an important and pressing problem for a large group of people.

As Dr Richard Hamming, an accomplished researcher, once told a group of the world's brightest scientists:

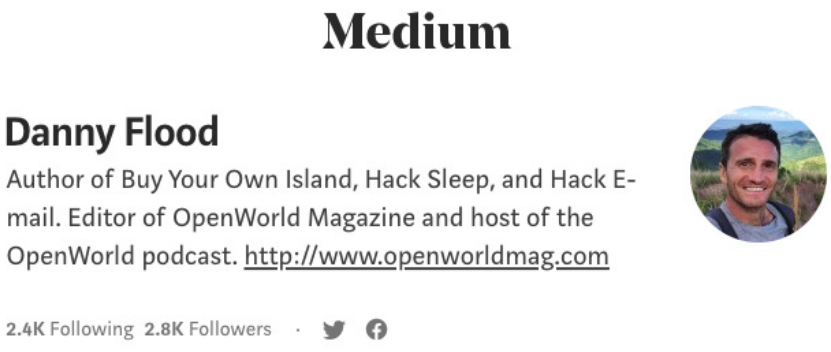
"If you do not work on an important problem, it's unlikely you'll do important work. It's perfectly obvious. Great scientists have thought through, in a careful way, a number of important problems in their field, and they keep an eye on wondering how to attack them. If you want to do great work, you clearly must work on important problems."

In the same speech, Dr Hamming says that this is the surest way to guarantee a Noble Prize and "any sum of money you want to mention." It provides a good measuring stick for our content creation efforts as well.

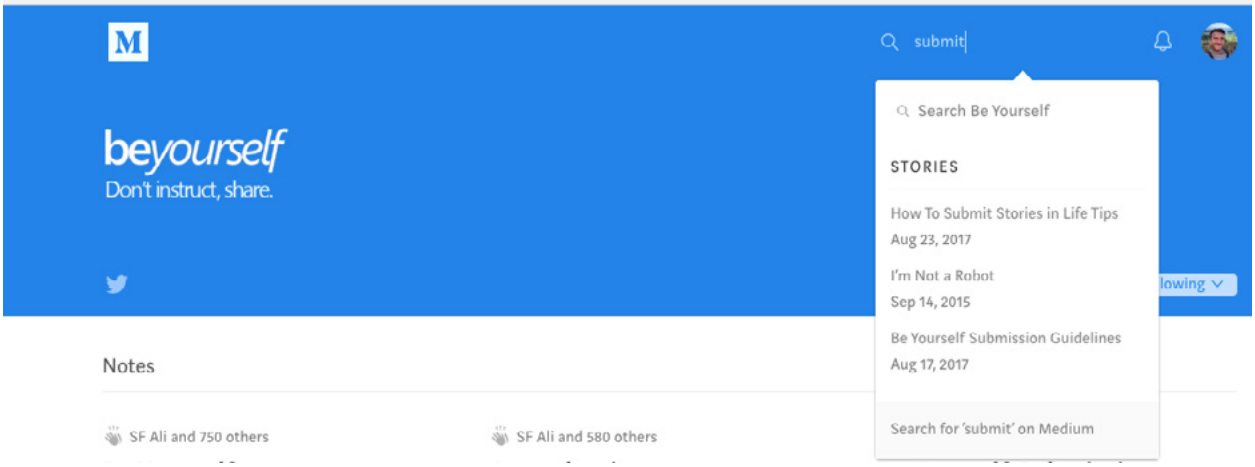
Every niche and every group of people has important problems, and the better and more thorough your "attack" on these problems, the better received your content will be.

After you've prepared your amazing piece of content, you may add as many links and offers to any website, product, or landing page that you own and direct leads to your funnel. Medium is very liberal in this aspect.

There are also other easy ways to generate links from Medium. To start, you can add your link in your Medium profile and it appears on every single article you post:


Medium
Danny Flood
Author of Buy Your Own Island, Hack Sleep, and Hack E-mail. Editor of OpenWorld Magazine and host of the OpenWorld podcast. http://www.openworldmag.com
2.4K Following 2.8K Followers

Medium gives you a built-in audience with the option to link your Twitter and Facebook accounts, and add those connections to your list of followers. It's also really easy to take advantage of Medium's "Publication" feature, and multiply your reach by circulating your articles in front of large, built-in audiences within the platform.



Simply search Google for the top Medium publications that you want to write for, visit their homepage, and type "submit" in the search bar to learn how to become a contributor. This is a hassle-free to submit your articles to publications with large targeted audiences and reach even more targeted prospects.

Sharing your articles

It gets even better though! Medium articles are really easy to promote off-site, and are accepted by moderators far more often than links to some unknown blog.

I tested a bunch of different places to share my Medium posts and tracked all of the clicks on my links using http://goo.gl.

For sharing your articles, Facebook is currently kicking the crap out of everything else.

To give you an idea, I took a newsletter broadcast from my Aweber account which I sent to my list. Of roughly 2,000 subscribers, about 15% open my e-mails, so I usually get between 250-300 opens per broadcast.

Meanwhile on Facebook, I copied that SAME broadcast and updated/edited it, posted

it to Medium, and with one status update on my page and about 4-5 posts to some Facebook groups, I got over 1,500 clicks in just three hours -- 500 clicks an hour!

Just from 5-10 minutes of work and a few posts, the article has since gotten over 9,300 clicks from Facebook. That's dozens times more people reading my content from Facebook groups than my mailing list -- which I spent a couple years building.

At the moment, Facebook groups are getting a huge disproportionate number of clicks compared to virtually every other channel. Just make sure you aren't spamming — write a great description to accompany each post (such as a snippet from the article) and make sure you describe the market you are targeting in your post (which should be aligned to the group).

These posts can also be easily hacked and magically "bumped" to the top of the group (and members' newsfeeds) any time you wish: just comment on the post with a like symbol or emoji and immediately delete it. The post will resurface to the top of the group and no one will be any wiser for it. This trick is a most certainly a bit "grey hat" so tread carefully and only use it sparingly.

Another easy win is to create multiple Facebook accounts under different e-mail addresses. Ten is a good number. Then whenever you share links to your best content, you can immediately "Like" and even comment on the link from multiple accounts. This immediately increases the reach of your content, getting it front of more people and allowing it to accumulate more likes (and reach) organically.

If you have a really important piece to share (or some extra change to toss around), you can also register for an account on Microworkers (microworkers.com). For as little as ten cents, you can hire multiple people to perform a single action on social media. Spend $5.00, and fifty "micro workers" will like your post. Spend $10.00, and you can get 100 guaranteed likes on your content in a very short time. **A quick and hassle-free way to dominate the Facebook algorithm whenever you like.**

You can also share your content to your Facebook fan page and then boost it for a small amount. This almost definitely will not generate leads by itself, however, if you right-click on the link of people who liked/reacted to your post and then click "Open in a new

tab," you can find a list of users to pop into MassPlanner and follow up with :) Copy this URL, extract these in MassPlanner, and you have yet another list of potential prospects handy to follow-up with and engage.

What if you don't want to write? So far, all of the posts I've made to Medium have been repurposed from chapters of my books, email broadcasts I've made to my newsletter, or posts I've made elsewhere. Medium is simply an extra "medium" to help me publish to another audience and get even more mileage from my content :)

More on repurposing strategies later in this chapter!

TIPS FOR BETTER CONTENT CREATION

When you fish for hungry prospects, the best "hack" is to prepare the right bait. In other words, your content should specifically state who it's for with utter clarity. You can do this easily enough by naming your target niche in the title of your post.

If you've ever watched late night infomercials, then you've seen this at work. The infomercial will begin with a statement such as: "Are you a male, over the age of 45, suffering from fibromyalgia?"

Since I'm not over 45, and I don't have suffer from fibromyalgia, I'm not a part of the target market. However, targeting online is infinitely easier (and cheaper) than targeting through late-night television ads.

Once you've tailor-made your content's headline to your target market, the next step is to be as **specific as possible** about the benefit you are promising. Nothing generic or vague.

For example, you may come up with a video or article title such as:

"Five Cash-Saving Tips for Retirement Planning for Americans Abroad"

This isn't bad though a better title would be:

"Americans Abroad: How to Retire in Thailand and Live Like Royalty on $1,000 a Month or Less."

Note that you don't have to fit everything into a single blog post title. You can deploy either of these interchangeably in the description that accompanies your title.

The more you create and promote content, the better you'll get at this. Trust me on this one. And make sure to always convert your link to a trackable shortened URL using a tool like Google's URL shortener and track your clicks for every article from every source.

Use the power of metaphor to make advanced concepts easy to grasp.

When a person lands on your blog post, or opens up a book, or clicks on your video and starts to watch, you have no idea where they are at. Assume that they know less than you. They were probably not thinking about the topic of your content five minutes ago.

So make it easy to draw them in. Invite them to dive right in to your content through use of metaphor. Take advanced concepts that you would normally explain with 1,000 words and condense it down to ten or less using this method.

Examples:

"Small leaks sink great ships."
"Amplify your earning power."
"Many [people in niche] are having the rugs being pulled out from under them."
"I felt lost in a sea of nameless faces."
"[This opportunity] was a rope ladder dropped from heaven."
"This is how David takes down Goliath."
"This is only the tip of the iceberg."
"If you make these mistakes, you are opening a Pandora's box of problems."

The list goes on and on. A quick Google search or two will turn up many more.

You can use these in the first paragraph of your actual content, or in the description you use to accompany your links when you share them.

Deploy the "Bucket Brigade" to Keep Readers Reading

Keep your writing personable — the way an actual human would talk; or how you would usually talk in a conversation. I often talk out loud as I type to make sure that my writing sounds conversational. Thousands of people might visit your page, but your words host a conversation with each of them one-on-one.

There is a clever tactic that experts copywriters use called the "bucket brigade." The bucket brigade method involves using short, punchy phrases that are engaging, personable, keep the reader hooked, and break up long paragraphs of text.

Examples:

"Don't look at me like that."
"But that's just part of the story..."
"Have you ever had this happen to YOU?"
"What could this mean?"
"On the other hand..."
"Just think about it."
"It's a familiar story and it usually goes like this:"
"Deep down you know it's true."

These are dispersed intermittently as their own block of text (with a line break above and below) between larger paragraphs of text to keep the writing interesting and give it character.

See?

Isn't this easy to read?

Of course it is!

Get it?

Great.

The Mystery Box Technique

The "mystery box technique" is very simple. Have you ever seen a box that says something like "Free Prize Inside?" It makes you wonder what the prize is inside.

"Her Orgasm Guaranteed - The New Technique Experts Swear By"

Now, if you were the type of young man who reads a magazine such as Maxim and saw that on the cover… chances are high you'd want to pick up that magazine and find out what that technique is!

But if the title gave away the actual technique on the cover, and said it was "deep breathing" or something like that, many people would pass it up.

You can use the mystery box technique in article headlines, in the sub headlines of your content, in the introduction, or anywhere you want to pique the reader's interest and get them to continue reading.

Mention the hack, technique, trick, or secret — then encourage the reader to keep reading and find out what it is.

For example, one of the more successful posts I've published lately was titled:

"For Digital Nomads: How to earn money everywhere you travel"

The strategy I revealed in the article was to use public speaking and host workshops at co-working spaces along with leisurely travel. But if I had written that in my headline, like this:

"For Digital Nomads: How to ***use public speaking*** *to earn money everywhere you travel"*

Far fewer people would have clicked through to the article to find out what my strategy was, if I hadn't created a little extra spark of curiosity in the title.

Get it?

CONTENT THAT CONVERTS - ATTENTION, INTEREST, DESIRE ACTION

Don't be boring! David Ogilvy said: "Unless your advertising is built upon a BIG idea, it will pass like a ship in the night."

The same is true of our content. Our content has to be so interesting and attention-grabbing enough that it gets people to stop scrolling their newsfeed, to rest their eyeballs on your content (or video, or whatever), and hook their interest.

If you don't have a message or a presentation that gets people's attention, piques their intrigue and interest, then you will fall flat... your message will be heard by no one, it will be shared by no one, it will pass silently like a ship in the night.

If you want to create content that generates business, I find it helpful to follow the helpful advertising formula of "Attention, Interest, Desire, Action" (AIDA).

My friend Derrick is an expert at selling online and advertising through Facebook. In one advertisement he filmed a video of himself in Bali and in the first few seconds of the video he was holding up food so that the monkey would jump on him.

INTEREST
3 WAYS TO GET REALLY CHEAP FLIGHTS
DESIRE
My favorite strategy is the 3rd strategy, called Award Stacking.
"THIS IS HOW I TRAVELED FROM TEXAS TO BALI FOR $37"
ACTION
"How I Book $1,000 Flights for $20 or Less" - Click Link to Watch
"CLICK THE LINK TO WATCH VIDEO TWO"

This was done deliberately. The jumping monkey captures a person's attention. Attention is the first and critically important step in AIDA which converts strangers to users.

And then he leads viewers through the last three steps through the course of the short video (while simultaneously giving away really good value):

Bonus tip: Derrick and I were enjoying some curry in Koh Phangan, where he told me his favorite copywriting "hack" was to Google "greatest salesletters of all time" and actually write them out longhand, to develop the practice of writing great copy. .

What we are really after is to cut through the noise. We are not competing with our competitors. We are competing with everyone on Instagram, everyone on Snapchat, everyone posting on Facebook.

We are competing for attention. So what we need to do, after we get attention, is to demonstrate that who we are and what we have to offer is: important for survival, for reproduction, or helping the person get more of what they want (love, freedom, praise, attention, etc.)

It should also reinforce their identity (who they see themselves as or who they want to become). **People share and engage with content that reinforces an identity that they want to be associated with** — it makes them seem cool, educated, thoughtful, or funny to their followers.

Next, we also want to remember the neurological process of incentive salience and deliberately deploy it to trigger interest. Incentive salience is a craving in the brain triggered by exogenous cues — such as a hungry dog seeing a steak, an alcoholic seeing a bottle of beer, or a young teenage boy seeing a beautiful woman in a bikini.

If you're a dessert lover, it's the sensation that fires off in your brain when you get a look at this chocolate cake.

Every niche market has something that they crave, so you have to understand them so well that you know exactly what will immediately get their attention and flip this switch.

Remember that salience is a simple system of craving —> consumption —> reward. If I can only get X, I will get the reward I want. If I sign up using my friend Derrick's link, I'll learn how to fly from Thailand to America for $37 — and finally become the jetsetting James Bond I've always dreamt about (identity association).

Once we trigger this reward system, and pique this interest, the person will do almost anything to satisfy this craving. It's biological.

And it's exactly this process that creates hordes of raving fans and customers. It applies to advertising just as it applies to your content, so if you want to your content to be successful, always keep this process in mind.

HACKS FOR SELF-HOSTED BLOGS

If you plan to blog through your own self-hosted website, you definitely should if it supports your overall business objectives and you've set SMART (specific, measurable, action-based, relevant, timely) goals.

If you've ever spoken with me at length about business or marketing, then you'll know I want to achieve the best results in the easiest way possible. It's much easier to score a touchdown if you start from the ninety-five yard line than it is if you start from the one yard line.

With that in mind, here is a quick "cheat sheet" you can use to dramatically improve your chances of creating a successful blog. These tips will save you 2-3 years of time and work and help your blog become relevant quickly so you can start getting traffic and revenue.

1. Buy an aged domain, instead of a brand new one. You can use a website like TBSolutions.info and look at their list to see if there are any brandable names you can use within your niche. Buying an aged / expired domain will save you 1-2 years worth of work because it already has domain authority and backlinks. If you need branding for your site, create one quickly yourself using Logojoy (logojoy.com) and then editing in Photoshop instead of hiring a web designer.

2. Check Amazon's magazines subcategory and study the bestselling magazines within your niche. These magazines are proven sellers and the topics they write about are winners. Browse various issues and write down headlines, subheads, and so on. This will give you a treasure trove of content ideas to write about.

For many niches, you can also visit the "For Dummies" website and browse topics and categories. The "For Dummies" books have around for decades, created by teams of experts, who have researched markets and opportunities. Why not piggyback off them? As a bonus, you can also browse the table of contents for more topic and subtopic ideas. If you need even MORE ideas, you can input generic terms related to your niche on keywordshitter.com, which will come up with all types of long-tail topics you can create content for.

3. Study your most successful competitors and visit competitordomain.com/sitemap.xml. Many big sites will list their main targeted keywords here, in the URLs of each post. Copy and paste these into a document or spreadsheet for reference.

4. Set content goals. How many posts will you publish per week? What is your word count goal after one year? Example: **I will publish one post every week without fail and reach 100,000 words in one year** (fifty posts of 2,000 words each). You can install the "Word Stats" plugin which can easily track the total amount of words on your website.

5. Hire writers as soon as possible to boost your efforts. Create an Upwork account if you don't have one already. You can easily find native speakers to write content within your niche for $4 - $8 per 1,000 words.

6. If planning to promote products within your niche, create one really long "Reviews" page. You will need: One 2000-5000 word article on your main keyword (the one with the most searches). This should function as a buyer's guide, and give someone everything they need to know.

For example: How to choose a [product] [product] types more considerations [product] sizes/features [product] care [product] accessories. Make it very informative, but sprinkle some products throughout. In your buyer's guide you can recommend your

own products as well as those of your partners', and drop your affiliate links in them.

In your buyer's guide, focus most of your effort on recommend the best-selling product, as this is most likely to bring in sales. In addition to this "money article," create a 200-500 word "about me/us" page (you may want to use a pen name if you plan to sell the site), a 200-500 words page about 3-8 products in the same category, and a 200-500 words page of conclusion and recommendation (which includes, not surprisingly, your affiliate link).

Use your blog posts to funnel visitors to your review page (as well as your own products if you have them), where they click the links and you earn money.

7. Set up your favorite plugins. The world of free WordPress plugins is well-documented, so I won't repeat what you can find easily online through a quick search. Be sure to set up all of the recommended ones such as Yoast SEO, SumoMe, WP Super Cache, WP External Links, All in One WP Security, Revive Old Post, etc. The list of plugins out there is literally endless so just search around and find the ones that you want :)

Most importantly, make sure your site is optimized as possible for speed and search engine optimization. Use Yoast to optimize each post for your main keyword; if it all shows green then you're all good.

A Note on Ad-Sponsored Sites

Hoping to create an advertising-sponsored site? Do take note that today it is harder than ever because big platforms such as Facebook have such a monopoly on traffic. As a matter of fact, sites such as Facebook and Google have found ways to deliver your content to their users without them ever leaving either respective site.

For example, Facebook shows blog posts within Facebook's app, not on a browser. Meanwhile Google clips snippets of information from blog articles and delivers them directly in its search engine results page, so the user never has to click-through to the site.

This is no service us to us, of course, but neither Facebook or Google has any interest in giving free traffic when they depend on advertising. Thus we have to change methods and mix up our strategy.

I personally wouldn't start an ad-sponsored site today when it's so much easier to sell my own products and services.

REPURPOSING CONTENT

To become a true pro at marketing your content, you should work to get as much mileage out of each piece of content prepare. You need to do an excellent job at repurposing and promoting your best content across multiple channels and platforms. I see no other way.

Think of your piece of content as you would a speech you've prepared. If you do nothing to promote it after you've published it, you'll speak in front of an empty room. If you share it to Facebook, you may speak in front of only a few people.

That reminds me of another point: a speech takes a considerable amount of time to prepare and execute. You don't simply give one speech to an empty room, then rush to prepare another. Yet this is how most people approach blogging: they rush to publish content as fast as they can and don't promote their content at all.

The main point is this; you need to put your content out there everywhere, in as many forms as you possibly can. A video can be transcribed into an article, or a book chapter, or a slideshow that can be uploaded to Slideshare. A really kick-ass email that you sent to your newsletter can be duplicated, edited, and used as a guest post; or published to Medium. If you took the time to write a kick-ass post for Forbes or Entrepreneur, why not send all or parts of that post to your newsletter subscribers too?

Someone who reads your content in your newsletter will probably never see your guest post on another site, and those who read your guest post on a third-party site most likely won't have seen your e-mail broadcast. That's why you need to give your ideas a variety of different forms and shapes and publish them wherever the users are.

With one line in the sea, you could catch a fish. But with one hundred lines, you can catch far more.

You can see some real-life examples of this in action. I took the chapter on Hacking LinkedIn from this very book and republished it on a variety of sources on the web to promote the book before its launch:

Reddit (reddit.com/r/startups/comments/6xjt90/how_to_generate_business_leads_on_autopilot_using)
Medium (medium.com/@dandanflood/how-to-generate-business-leads-on-autopilot-using-linkedin-the-ultimate-guide-2a4929294106)

Since content such as this is evergreen (always relevant), I can continue to promote the Medium incarnation of the chapter to hundreds of potential business, sales, and marketing Facebook groups and subreddits as many times as I like in the future, linking and driving traffic to the full book from within the post.

HOW TO RECEIVE (AND PITCH) ENDLESS GUEST BLOG LEADS ON AUTOPILOT

Guest blogging and getting appearances on established blogs, podcasts, and so forth is a great way to build up your audience and authority in a market quickly. That's the good news.

But it can be extremely frustrating taking the time to manually search, find people to pitch, and actually get a response. A lot of the time can feel wasted and it can seem horribly inefficient. Not to mention there's a lot of people to compete with who are also pitching these same people.

So, what should we do instead?

In this section I'll share a complete set it and forget it method that's I've been using to get targeted leads sent to me, rather than having to go out and look for them… and get never-ending warm intros to influential bloggers I may want to write for.

Even better, this tactic helps me make a lot of great contacts within my niche, without

me having to do anything, and also get a bunch of free content. And if you own sites in multiple niches, as I do, it makes your life much easier!

This strategy is simple, and can be done in a single afternoon.

On your blog, you create a new page called "Write for Us," it could be "Write for Such and Such Brand." On my blog it's titled "Write for OpenWorld Magazine."

Then what you do next is you create a list of some search strings that people use to find blogs to write for. These are phrases that people enter into Google such as "guest post," "guest article," "write for us," "submit an article," "contribute to our site," "become a guest blogger," "writers wanted," and so forth.

Brian Dean from Backlinko (backlinko.com) provides this list:

- *Your Keyword "guest post"*
- *Your Keyword "guest article"*
- *Your Keyword "this is a guest post by"*
- *Your Keyword "want to write for"*
- *Your Keyword "contribute to our site"*
- *Your Keyword "submit content"*
- *Your Keyword "submit post"*
- *Your Keyword "guest post courtesy of"*
- *Your Keyword "suggest a post"*
- *Your Keyword "contributor guidelines"*
- *Your Keyword "submit news"*
- *Your Keyword "guest blogger"*
- *Your Keyword "looking for guest posts"*
- *Your Keyword "guest poster wanted"*
- *Your Keyword "writers wanted"*
- *Your Keyword "become an author"*
- *Your Keyword "become a contributor"*
- *Your Keyword "submit an article"*
- *Your Keyword "guest author"*
- *Your Keyword inurl: "guest blogger"*
- *Your Keyword "write for us"*
- *Your Keyword "guest post opportunities"*
- *Your Keyword "contributing writer"*
- *Your Keyword "submit blog post"*
- *Your Keyword "guest column"*
- *Your Keyword "submit your content"*
- *Your Keyword "This post was written by"*
- *Your Keyword "guest posting guidelines"*
- *Your Keyword "submit an article"*
- *Your Keyword "contributing writer"*
- *Your Keyword "become a guest blogger"*
- *Your Keyword "guest posts wanted"*
- *Your Keyword "guest posts wanted"*
- *Your Keyword "accepting guest posts"*
- *Your Keyword "articles wanted"*
- *Your Keyword "become guest writer"*
- *Your Keyword "submit guest post"*
- *Your Keyword "submit article"*
- *Your Keyword "send a tip"*
- *Your Keyword inurl: "guest post"*

• *allintitle: Your Keyword + guest post*

Our goal here is simple: we'll pick a couple of the keywords that are relevant to our niche and that we would like to be associated with and combine these with the search strings (the part in quotations above). We'll save these to use later.

So, it could be travel, it could personal finance, parenting, any keywords that are highly relevant to your brand and the kind of content that you produce.

So, for example, it could be: "become a travel guest blogger," "contribute to our travel blog," "travel writers wanted."

If you like, you can use Google Keyword Tool to get an estimation of which phrases are being used the most often. Create a list of these, perhaps five to ten, then create a new page on your site called "write for us."

What we'll do is create a standard submit an article page, and optimize the keywords and search strings so that the page will be easy to find by others pursuing guest blog opportunities.

Fill up this page with some information about your website, your backstory, things like this. You can also add sections such as "what we are looking for," "our audience," "guest post suggestions," "frequently asked questions," and so on. The more content you can write, the better.

Then we'll take our keyword phrases and sprinkle them through the page, following best-practice on-page SEO principles:

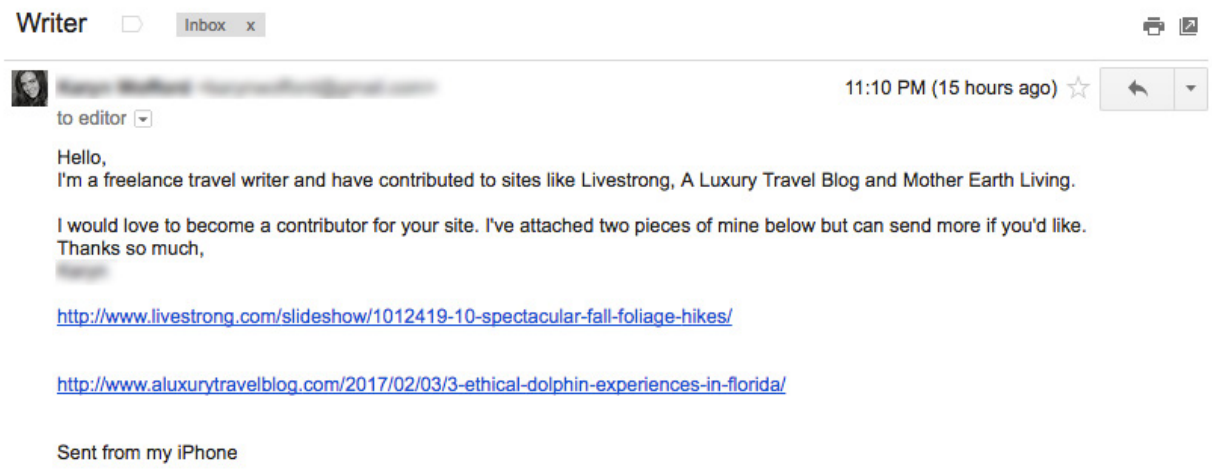
• Use a keyword phrase in the page meta description
• Include a keyword phrase in Heading 1 <h1> and Heading 2 <h2> tags
• Include a keyword phrase in both bold and italic lettering, and inside the "anchor text" of a hyperlink (perhaps linking to a contact page).
• Include a keyword phrase in the "ALT tag" of an image and URL.
• Depending on how long your page is, sprinkle in more keyword phrases naturally, especially in the first and last sentence of the page.
If you follow these steps, you should be all set. If you need to make this process easier,

you can use an SEO plugin such as Yoast SEO or Web Text Tool. Below the "write for us" section you may want to add a legal section entitled "Terms and Conditions."

You can see an example of my "Write for us" page at openworldmag.com/write.

With this done, all that's left is to guide people to contact us or submit a contact form. And here's the magic: in your contact form, or when they contact you, ask the writer to submit four or five other outlets that they've written for.

Before long, if you've optimized your page well, you'll start getting contacted by people. They will send you links to other outlets which are highly relevant to your business; putting your leads on autopilot and doing the hard work for you.


Writer Inbox x

11:10 PM (15 hours ago)

to editor

Hello,
I'm a freelance travel writer and have contributed to sites like Livestrong, A Luxury Travel Blog and Mother Earth Living.

I would love to become a contributor for your site. I've attached two pieces of mine below but can send more if you'd like.
Thanks so much,

http://www.livestrong.com/slideshow/1012419-10-spectacular-fall-foliage-hikes/

http://www.aluxurytravelblog.com/2017/02/03/3-ethical-dolphin-experiences-in-florida/

Sent from my iPhone

Example guest post pitch I received yesterday.

You can basically outsource all of the search and seek labor, and ask these new contacts for warm introductions for blogs that you would like to submit to. On top of that, you'll get guest writers for your own blog to provide you with fresh content! You can also ask these writers to submit regular posts on an ongoing basis for your site, taking off some of the load to write fresh content regularly.

So, there you have it! This is a simple tactic to have others do the hard work for you of finding and connecting with leads, and get a bunch of free content too.

If you want to get even better results, I recommend to publish new posts from guest

authors often and include many of these same keywords, such as “guest author,” “this is a guest post,” along with your niche keywords. What I’ve found is that there are a number of people seeking to write guest posts who use alerts to notify them whenever new guest posts are made. Any time I publish a new guest post using some of the search strings in this chapter, I’ll notice a flurry of guest post pitches, so it becomes a self-perpetuating cycle.

People are out there looking for your blog, so all we have to do is make it easy for them to find you! And of course you can have them link to other publications where you can be featured as well, creating an easy win for everyone.

Presentations That Pay: How to Give a Killer Public Speech

"Nothing is more seductive than a person who knows who they truly are." –Michael Margolis

WHY PUBLIC SPEAKING ROCKS; OR, "HOW TO GET PAID TO TRAVEL THE WORLD"

I've been a nomad pretty much fulltime since 2009. As a young adult I dreamt about racy adventures in exotic lands and I lived out them all. It's been a long and wild journey across four continents.

People often ask me for advice about how to live this kind of lifestyle. How to leave home, how to "make it," how long it took to earn an income so that I could support my lifestyle.

When I began my life as a nomad, I had little idea what I was doing. I wasted a lot of money and made many mistakes.

One of the frustrations I experienced early on was that I didn't have any large, well-funded company to compensate my travel expenses. As far as airfare, hotels, and transportation — it was all an expense that I paid for out of pocket.

During a flight to Salt Lake City, I made a friend who was a corporate worker. I saw how he had a nice room in a hotel, free buffet breakfast, free taxi from the airport… all compensated by his company.

And since then, I figured I should be able to have the same.

What if I could earn money everywhere I travelled — so that my traveling paid for itself, and then some? What if I could use traveling to build the core of my own empire?

I'm pleased to say that in the past year, I've developed a strategy which makes traveling pay for you. I changed just *one thing* about the way I travel and it has since doubled my business.

So what's the secret? **Public speaking.**

Consider this:

• Public speaking is the best way to go from a complete unknown to an established brand and respected thought leader overnight.
• It's also one of the best ways to generate B2B leads. In the last four months of 2017, from September to the end of December, my client base has doubled. A key part of that were the dozen or so live workshops and talks I hosted across Asia.
• I strongly feel that public speaking is the best way to establish real connections with a large group of targeted prospects, establish a tribe of loyal fans, and begin a sales conversation with multiple people at once.
• Public speaking is one of, if not the least, competitive form of marketing. Everyone else is competing for a small chunk of real estate using online methods — and all of their competition is doing the same. But when you speak, your competitors are not even in the same room. Let everyone else hide behind a screen, while you get your name and face out there.

• If you love to travel, then it's even better. Speaking is the best way to earn money everywhere you travel and meet a bunch of cool, likeminded people at the same time. Everyone wins.

GROWTH HACK
YOUR LEAD GEN &
CLOSE SALES
Thursday 27 July | 7 - 9 pm
Garage Collective
Shop 4 - 7, 158A Connaught Road West
Sai Ying Pun
About the Speaker | DANNY FLOOD is a growth hacker, entrepreneur, adventurer, and bestselling author of "Dr Growth," "Buy Your Own Island," "Hack Sleep," and "Hack Email."

Eventbrite flier for my growth hacking talk at Garage Society in Hong Kong – which drew around 80 people and had people throwing their money at me afterwards (which I relunctantly accepted).

HOW TO BEGIN SECURING GIGS

The first time I attempted to pitch myself as a speaker, I failed. I followed a guru's advice to the letter. I visited Meetup.com and tried to pitch the moderators of meetup groups on the website. Very few people returned my messages—and I was able to schedule zero workshops.

Not a single one.

Far too often, especially as far as marketing is concerned, we make an attempt, meet with failure, and deem the entire venture a failure.

In most cases, the strategy is actually sound—we just need to change one thing. Perhaps we need to change who we're targeting. Perhaps we need to change our message to one

people actually care about.

In my case, I decided to focus on a different target. Meetup groups are just hobby and interest groups and have virtually no incentive to schedule workshops, other than for fun.

So I switched up my targeting and focused on coworking spaces instead. Coworking spaces always need speakers and events to keep people coming back in through their doors. They have a direct interest in providing as much value for their members as possible, so that members feel they are getting their full money's worth.

Here's how you can make this happen.

Start by Googling "coworking spaces" in a given city or use coworker.com to find a handful of coworking spaces to reach out to, and offer to give a presentation on your topic of expertise. You can also contact many coworking spaces directly through their Facebook pages.

To create your slides, check out GraphicRiver.net and purchase a nice template, and then fill your slides full of good and useful information. Don't worry about giving away your secrets. Give as much value as you can and many people will be too overwhelmed or too lazy to execute all the killer information you provide that they will simply ask if they can hire you to do it all for them.

Of course, in your closing slides, include all of your contact information and the next steps so that they can join your group, community, follow you, and so on. Then provide them with next steps and a call to action to help them further their progress after they get home (if this call to action directs them to a landing page or webinar that you have created, all the better).

You should try to mix in a workshop or two any time you visit a new city. The spaces bring interested prospects to you, and they are happy to run helpful events for their community and bring more people in the door.

I traveled all around Asia this year: Taipei, Hong Kong, Singapore, Saigon, Bangkok,

Kuala Lumpur, Jakarta, Penang, and Chiang Mai… and gave one or two talks in each city I visited.

Not only did these workshops pay for the trips, but people also lined up afterwards pleading to work with me immediately.

These events also reinforced and boosted the confidence my current clients had in me, dramatically reducing turnover.

Afterwards, you can give your slides a new life by also uploading them to Slideshare, and use it as part of your sales presentation to new prospects. You can see an example of one of one of my presentations here.

This wasn't the only thing I did that contributed to the increase in business, and there were other strategies which also paid off quite handsomely. But it was a main driver.

If you plan to travel anyway, I highly recommend following this strategy as you go. I have a unique personal philosophy: you can attend networking events and seminars, or you can speak at them. You can read books, or you can write them.

Focus on the activities which deliver the biggest returns. If you do, the future truly is yours for the taking; the opportunities vast and limitless.

THE FOUR-STEP FORMULA TO CREATE BETTER SPEECHES

Richard C. Borden is the author of "Public Speaking as the Listeners Like It!" which was a classic gem from the 1930's. For years, he was one of the nation's most popular speakers and sales trainers and lectured on public speaking at New York University.

Borden has developed a four-step formula to help give a great speech. As you are preparing your speech, imagine your audience interjecting and shouting out these four outbursts:

1. "Ho hum!" Your introduction and opening sentence must grab attention and electrify the audience to pass the "ho hum" check.

2. "Why bring that up!?" Expand upon your attention-grabbing opener. Pique their interest further.
3. "For instance?" Share at least one specific, persuasive example, story, or case study to reinforce your point.
4. "So what?" What can we do with this information?

As you prepare your speech, run it through these filters. Remember that the first step is always to capture people's attention.

I would like to recommend a simple litmus-test which I often recommend to clients which can help make your opening message stronger. **It's called "The Four AM Test."**

If you were to wake up a member of your audience (or your target prospect) up at four in the morning and deliver your opening, would they care? Would it address something of such immediate interest that they would immediately get up and demand to learn more? Or would they beg you to put them back to sleep?

Right from the very beginning, you must always electrify your audience somehow. In the book "Ultimate Sales Machine" the author Chet Holmes teaches us what he calls "The Stadium Pitch" (recommended for capturing an audience's interest).

Chet asks us to imagine that we are selling office equipment in front of a room full of executives. You could title your talk the way most people would, such as:

"The Five Ways Our Office Equipment Can Benefit You"

...Though it's virtually guaranteed that you would lose the interest of at least 90% of your audience, Holmes says. Ho-hum!

How much better would it be to say something like...

"The Five Ways You Are Wasting Money in Your Operations and Administration."

Suddenly, you've grabbed the attention of virtually every single business executive in that room who wants to make sure they are not making any of the mistakes you're about

to inform them about.

Once you've hooked your audience, reel them in. Follow the next three steps in the Borden Formula and the rest will fall into place.

In his book, Borden gives us an example of a speech by Bruce Barton, a top Madison Avenue advertising executive and co-founder of the agency BBDO. In this talk Barton was urging a group of young men to make the most of their spare time, as you'll see...

1. Ho Hum! Barton begins his talk with an intriguing observation about the potential value of spare time: *"Last month a man in Chicago refused a million dollars for an invention he had evolved in his spare time."*

2.Why Bring That Up! *"You are interested in this because it confronts you with the possibilities of your spare time. Did you ever stop to think that most of the world's great men have achieved their true life work, not in the course of their needful occupations, but—in their spare time?"*

3. For Instance? *"A tired-out rail-splitter crouched over his tattered books by candlelight or by fire-glow, at the day's end; preparing for his future, instead of snoring or skylarking like his co-laborers. Abraham Lincoln cut out his path to later immortality—in his spare time."*

"An underpaid and overworked telegraph clerk stole hours from sleep or from play, at night, trying to crystallize into realities certain fantastic dreams in which he had faith. Today the whole world is benefiting by what Edison did—in his spare time.

"A down-at-heel instructor in an obscure college varied the drudgery he hated by spending his evenings and holidays in tinkering with a queer device of his, at which his fellow teachers laughed. But he invented the telephone —in his spare time."

4. So What? *"Gentlemen, you, too, have spare time. The man who says: 'I would do such and such a great thing, if only I had time!' would do nothing if he had all the time on the calendar. There is always time—spare time—at the disposal of every human who has the energy to use it. Use it!"*

FIVE STORYLINES TO CRAFT A STORY THAT RIVETS YOUR AUDIENCE

To help give your speech some extra zing and truly hook your audience in completely, you should consider using one or more of these storylines in your speech:

1. Great Aspirations: Our heroes want to make the world a better place and know there must be a better way. Working nights and weekends, they create something that people love more than their wildest dreams.
2. David vs Goliath: Goliath has a head start, incredible resources, and a cast of thousands. But David takes him on and defeats him, showing that the underdog can succeed.
3. Profiles in Courage: Injustice, pain, and suffering are making our heroes' lives miserable. Despite these woes, they persevere and accomplish great things.
4. Personal stories. "Epic" is not always necessary. "Illustrative" is enough - talk about your personal experience doing something, or using a product.
5. Immersing people in the experience. Pay attention to detail. When telling a story, immerse people in the experience. When it comes time to pitch, make the setting as realistic as possible.

While these storylines are all very compelling, remember not to make the focus of the speech all about yourself. Connect with the audience by making a point to address them directly.

For example, I might have a slide with a headline that says:

"I believe in you and my purpose is to help you reach your goals."

Then follow through on that promise. You do this by giving your audience members a solution to some problem they have (such as helping insomniacs finally get some sleep) or helping them to get more of what they want (more clients, more traffic, more revenue, more recognition, etc).

By addressing your audience with the word "you," and focusing on their wants and needs, you establish a direct connection with them. Treat your audience members as

kindred spirits and they will trust you have their best interests at heart, and they will reward you with their attention.

Asking the audience questions and getting them to participate is another great technique to connect with them. A great business speaker might ask the audience something like: *"How many people in this room would like to grow their business 10 times bigger than it is right now?"* And then he or she would ask for a show of hands.

Tony Robbins, a master speaker who has riveted audiences for several decades, asks big, deeply personal questions of his audience which are hard to resist. For instance, Tony might ask something like: *"Who here has ever felt disappointed by their partner's behavior?"* Or sometimes he'll be direct. Tony will make a point, and then say *"How many here agree with me on this?"*

Through the act of asking simple questions such as these, you are able to get the audience to agree with you. This subconsciously evokes compliance on their part, and they find themselves drawn over to your side (because you place yourself on theirs).

CONCLUSION

For some reason, public speaking is one of the big things that people fear the most. You may feel uncomfortable at first, but feel the fear and do it any way. Breathe and let this feeling pass through you. You have to become comfortable with being uncomfortable to truly become a black belt at marketing.

Whenever you find yourself in an uncomfortable situation, or anxiety is taking hold, I recommend the practice of journaling. It is often the abstract hobgoblin of fear that harms us the most more than anything specific.

You will find that fear is a cowardly bully: if you chase it, it runs.

When I'm giving a speech, I inherently realize that **the audience's focus is not really on me, it's on my content.** This helps me detach from my ego and feel comfortable as I present my content (my speech) to the audience. And if your content is good, half the game is already won.

When I'm on stage, I find a place among the crowd to rest my eyes where they feel the most comfortable, and spend about 70% of my time focusing there.

Finally, study great speakers you admire (such as Tony Robbins) by watching their videos on YouTube. Then see yourself on the stage, standing confidently, delivering powerful points, and capturing the audience. Afterwards, you bow gracefully to their applause.

Do this, and it will inspire you to live out your vision. View your fear not as a threat but welcome it as a growing pain that will help you become the person you dream about becoming.

Powerful Techniques to Find Leads Using Product Hunt

Have you heard of Product Hunt yet? Product Hunt is a dynamic new platform created by Ryan Hoover which has exploded over the last two years.

Product Hunt is simply a website and mobile app that ranks new products every day. Hardly a day goes by without a success story of how Product Hunt helped some startup earn thousands of dollars overnight, or acquire their first 1,000 users, email subscribers, and so on.

The setup of PH is similar to Reddit, though it's much more oriented towards entrepreneurs and personal-improvement - you won't find news articles or memes here.

As a publisher, anyone can submit their product, idea, or startup, include a description and link, and reach tonnes of potential targeted users. You can also submit podcasts,

books, and other resources.

As a user, Product Hunt is a goldmine. It's the best place to find out first about new products, apps, software, and other resources that can give your business a serious competitive advantage.

For example, Product Hunt was where I first heard of Logo Joy (logojoy.com), an AI-powered logomaker. There are also tons of great products for growth hacking and productivity on the site and you can find out about them first.

If you're visiting Product Hunt for the first time, spend some time familiarizing yourself with the site. Product Hunt doesn't come with a beginner's manual, and you'd be forgiven if you feel lost at first.

Ignore the front page and instead take some time to scroll through the goodies on producthunt.com/topics/marketing or producthunt.com/topics/growth-hacking and other topics of interest on the site, and use anything you find helpful.

From a publishing standpoint, browse the categories at producthunt.com/topics to see if any of your current products or resources are a fit for publishing to Product Hunt. For example, relevant categories for me might include: Podcasts, Books, Business Podcasts, Marketing, Get Shit Done, Growth Hacking, etc.

To begin making your own submissions to the site is simple and straight forward. Click the "+" tab in the top-right of the website, add your link, and include some information. Add a photo, give some information about the maker, and voila - you're done!

Also of interest are a relatively new feature to Product Hunt - "Live Chats." These are open forums where you can freely ask questions of successful entrepreneurs, similar to a Reddit AMA. You can also see transcripts of previous live chats. Past guests have included the CEO of GoDaddy, Tim Ferriss, Dustin Moskovitz, the Founder of Tinder, and (depending on when you read this) Snoop Dogg.

One important difference between Reddit and Product Hunt is that Product Hunt requires that you link your social media profile (Facebook or Twitter). This simple

prerequisite dramatically cuts down the negativity and makes Product Hunt a much more civil and positive place overall.

The community is also very entrepreneurial and supportive, and inclined to help out other entrepreneurs. It goes without saying that Product Hunt users are a prime market for B to B businesses.

Product Hunt is an upvote-based site, where clout and connections matter. Take some time to use the site, interact, and build relationships. When you publish on Product Hunt, make it count. Drive followers and subscribers to your submission.

HOW TO FIND TARGETED PROSPECTS IN 5 MINUTES USING PRODUCT HUNT

Just like Twitter, Product Hunt provides a developer API which lets us "hack" the platform and do some really fun things.

Some friends of mine really created a really cool "loophole" that lets you find targeted users who are interested in projects like yours - and instantly contact all of them.

Finding "lookalike" audiences and reaching out to them with your message has been a favorite tactic of online marketers for a long time now, and the process is always becoming more and more efficient.

You can do it on Facebook (Groups, Custom Audiences), you can do it with Google (re-targeting), you can do it with Amazon reviewers (using audiense.com), and now you can do it with Product Hunt too (for free).

You may be blown away by how easy this process is:

1. Search around on Product Hunt, find projects similar to yours (or that appeal to a similar type of audience). If you go to producthunt.com/topics and scroll down, you will find a near-endless number of topics and categories. The more upvotes a project has, the better. Command + click (Mac) to open a few of these in new tabs.

2. Click your profile icon in the upper right corner, select "API dashboard." Click "Add an

Application." You can name it anything. For the redirect URL, just input whatever you like - I used https://google.com. Now click "Create Token" and copy the token provided.

3. Visit this URL: https://product-hunt-upvotes.herokuapp.com/ and paste in your token. Visit one of the project tabs that you've saved, and click "Get It." Let the page redirect you, and once it's finished, copy that URL and paste it "Product URL" tab.

4. Click "SUBMIT" and you're done! The tool will provide you a list of the Twitter handles of every single Product Hunt user who upvoted the product, along with links to their Twitter pages.

Using this simple method, you can easily and quickly create lists of thousands of targeted users. You can begin interacting with them manually, or plug these lists into Massplanner (see the chapter on Massplanner strategies), where you can automatically follow and contact these users.

All well and good, but what type of message should you send? Remember that Twitter only allows 140 characters (not including your link). My advice is the simpler your "tweet," the better.

Massplanner allows you to customize tweets based on a Twitter user's first name, but I don't recommend this as people will often not use their personal name - for example, if someone calls themselves "The Dude," then their first name would be "The." If you start a tweet saying "Hello The!" it's a dead giveaway that you're using automation.

At any rate, test different messages and see how well they are responded to, and save the best ones. In our tests tweets that are friendly, engaging, and provide a clear and easy benefit for the recipient work best.

BLOWING UP A LAUNCH: PRODUCT HUNT'S FRONT PAGE AND DAILY NEWSLETTER

Part of what makes it so easy to launch on Product Hunt is the supportive network of startup founders, creators, and early adopters who comprise its community. These are early adopters, product enthusiasts, tech lovers who love to be the first to try out a

new product. Even if its only partially complete, these individuals love to test your idea first, offer feedback to improve it, and even help promote it. This community of "low hanging fruit" is exactly the market we want to reach when coming out with a brand new product.

There are a bunch of guides around for how to launch a new product on Product Hunt successfully, and many follow the same standard pattern: success comes down to belief in a product, passion, promotion and sharing, generosity, etc - all that squeaky-clean "white hat" stuff that sounds great. But what many of these guides don't say - and fall short, is that they don't describe the secret, behind-the-scenes tips that really make or break the success of a launch.

Logging in via Facebook or Twitter, and posting, downloading, or upvoting products on the site is easy enough. But if we really want to have a successful launch (the type that can explode our business overnight), we need to be a bit strategic. When launching on Product Hunt we should have three objectives: 1) to be the most upvoted product the day we publish on PH, 2) to have our product featured on PH's front page, and 3) newsletter. Being listed on the front page and within the newsletter is where all the action is, the "holy grail" of launching to massive amounts of success.

What most tutorials on how to launch on Product Hunt won't tell you is that if you have the right contacts, you can bypass most other products published to Product Hunt and skip directly to the front of the line. There are two sections where new "hunted" (published) products typically end up: in "Upcoming" and "Featured." To be featured, you need to have a so-called "super user" publish your product to the site for you.

This select group of privileged individuals make up the heavy influencers - investors, journalists, creators, power users, and so on. And as being part of this elite group, they have the ability to publish your product directly to the front page of the site. You can find super users on producthunt.com/about. Or you can also look for other featured products on PH page by searching and see who hunted them. Come up with a small list and reach out to these users via twitter / email. Offer to give them free access to your product, personalize your request, ask for advice or feedback. See if they bite.

Once you have a super user onboard, treat them like a member of your team. They want

to help you and if your launch blows up, they get kudos as well. You'll want to coordinate with them and have all of your ducks in a row when you launch. Timing is important: ask your hunter to publish your product during morning, European time. This will give you a chance to gain momentum (and upvotes) ahead of peak traffic time. Most PH users are based on the US west coast, so it's important to acquire as many upvotes as you can by the time they wake up.

Next, create a special offer for Product Hunt users. They really appreciate when you make them feel special, as the community does a lot to help early stage startup growth. Create an offer that's exclusive to PH, such as a special extended trial or discount for the product. Be engaged, and reply to each and every comment.

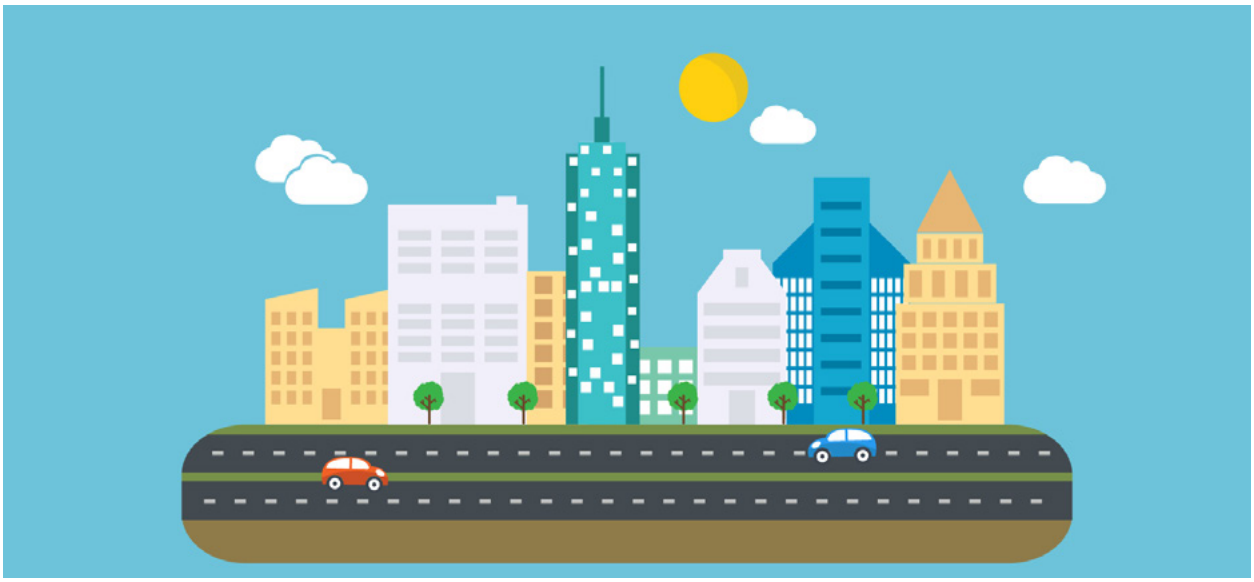
With these steps done, all that's left to do is promote the heck out of your product. Tap your network, mail your list, reach out to LinkedIn contacts. See the "Engineering Viral Launches" chapter for an extensive guide. Get as many upvotes as you can possibly manage.

Ideally, you'll have several hundred upvotes by the time peak traffic hour arrives. The winners are chosen by lunchtime PST. If you make it into the "Top 5 for the day," you'll be included in the daily digest the next day, so it's absolutely critical to pull out all the stops. Also, make sure not to post on the weekend, because daily digests are only sent out during weekdays, so you'll have to compete with products posted between Friday - Sunday.

Finally, regardless of the type of product, remember that your audience is made up of Silicon-Valley types. These people love tech, they love innovation, they love "hacks," individuals on a mission to "make the world a better place" somehow, and so on. Know your audience and if at all possible, use language that speaks to them.

I can't promise that you'll earn millions of dollars if you follow these steps, but there's no question that PH can deliver you tens of thousands of visitors, users, subscribers, and revenue. Ignore it at your own peril. Give these steps a try and see how it goes!

The Fail-Proof Way to Get Fast, Highly-Targeted Traffic that Converts



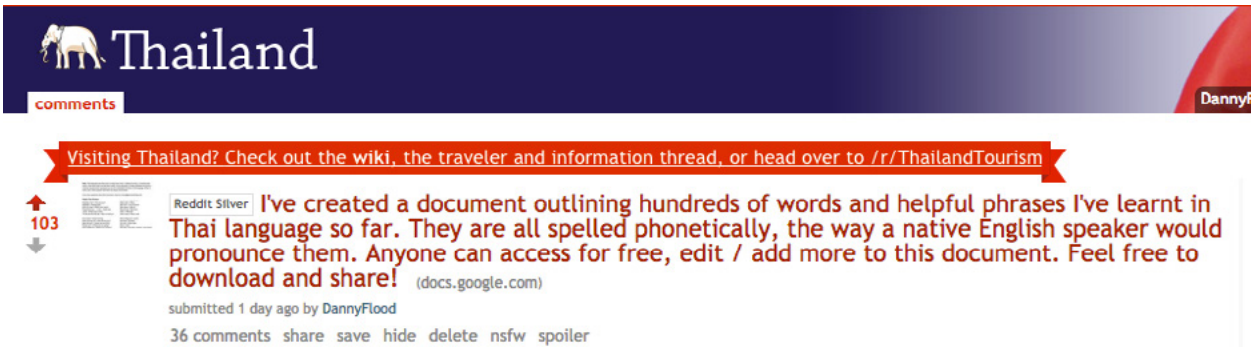
Want to know an awesome free software that can help you get massive amounts of fast, targeted, free traffic that converts, completely independent from the algorithm changes of Google and Facebook?

I'd like to introduce you to one of my favorite little tools: BuzzBundle. This is one of my all time favorite traffic generation tools.

Before we dive into how to use this awesome piece of software, let's touch upon the **what** and **why.**

Entering into conversations happening around the web is one of the most powerful ways to get your message (and business) out in front of the people who matter. Period.

The day before I wrote this chapter, I submitted a link to a Thai words and phrases guide I created to reddit.com/r/Thailand.


Thailand
comments
Visiting Thailand? Check out the wiki, the traveler and information thread, or head over to /r/ThailandTourism
103
Reddit Silver
I've created a document outlining hundreds of words and helpful phrases I've learnt in Thai language so far. They are all spelled phonetically, the way a native English speaker would pronounce them. Anyone can access for free, edit / add more to this document. Feel free to download and share!
(docs.google.com)
submitted 1 day ago by DannyFlood
36 comments share save hide delete nsfw spoiler

It was the most upvoted post of May on this particular subreddit, and quickly made the list of top all-time posts on /r/Thailand.

Aside from the importance of sharing insanely valuable content, the lesson is this: a single link like this, which takes less than 30 seconds to create and post, can attract tens of thousands of targeted visitors to a website or blog.

A site like Reddit, in and of itself, is a wonderful source of traffic. But what if we wanted to go beyond sites described in other sections of this book such as Reddit and Facebook groups, and 10x our efforts?

Enter BuzzBundle.

There is no other tool that does what Buzzbundle does as well as it does.

Once you install it and start using it, you'll see results — fast. Which is more than can be said of most marketing efforts. With just thirty minutes of use per day, you can very well see your first sale within the first week, and continue seeing sales for as long as you use the tool.

The more you use it, the more visitors that your site will have. Better yet, it helps to draw targeted visitors who are proactively looking for solutions right now (in other words, hot prospects!).

Best of all, like many other tools tools in this book, BuzzBundle deploys the magic touch of automation to do all of the hard labor for us. It's like a hardworking assistant that goes to work scouring the web (from Quora to niche blogs) to find our targeted audience on blogs, social networks, Q&A sites, forums, video sharing sites, and so on.

A friend of mine from college reached out recently wanting to work for me. So I offered him the chance to collaborate on a side project — a niche affiliate site that I had created and put on the back burner.

Using a brand new domain, with a simple logo from Logojoy and no links or domain authority, we used Buzzbundle as our primary source of traffic. We divided the workload, each spending 30 minutes per day using the software. I was in Thailand, he was in California, so we could be online at different times and take advantage of more opportunities.

I saw our first affiliate commissions come in the morning when I woke up on the second day. We cracked the $1,000 a month mark within less than three months and the site has been a delivering a steady increase in revenue ever since.

GETTING STARTED

Download the free version of BuzzBundle at buzzbundle.com. You'll also need to install Java if you don't have it already.

BuzzBundle is rather straightforward and simple to set up. Open the tool, click "Create new project," and then "Add streams." You can add or create as many profiles as you like. You can also add multiple personas.

This means when you use the tool you can use various "aliases" so when you post it looks like a neutral third-party recommending your blog or product! BuzzBundle also helps you set up multiple profiles for each persona, so you can really multiple the effect and create quite a buzz around your website or product.

Once you've chosen your networks and created personas, begin entering 4-5 keywords related to your content or area of expertise.

So, for example, if I wanted to promote my book "Hack Sleep" I could easily pull a bunch of keywords from my book description page such as insomnia, sleep better, sleep disorders, melatonin, and so on. Under the URL field, you can add a link to any domain, blog, or property (either your own or competitors).

About six months after I published "Hack Sleep," Ariana Huffington came out with her own book called "Sleep Revolution." Had I known of BuzzBundle then, I could have taken the opportunity to direct a ton of people who were talking about her book to mine by recommending "Hack Sleep" as a supplement or alternative to "Sleep Revolution." I could have also found reviewers and asked them to review my book as well.

And I could do all of this under my name or under "third person personas" — by using an alias, and saying something to the effect of "One book that has really helped me with a bunch of useful sleep techniques that I can recommend highly is 'Hack Sleep' by Danny Flood: [link to the Amazon page]."

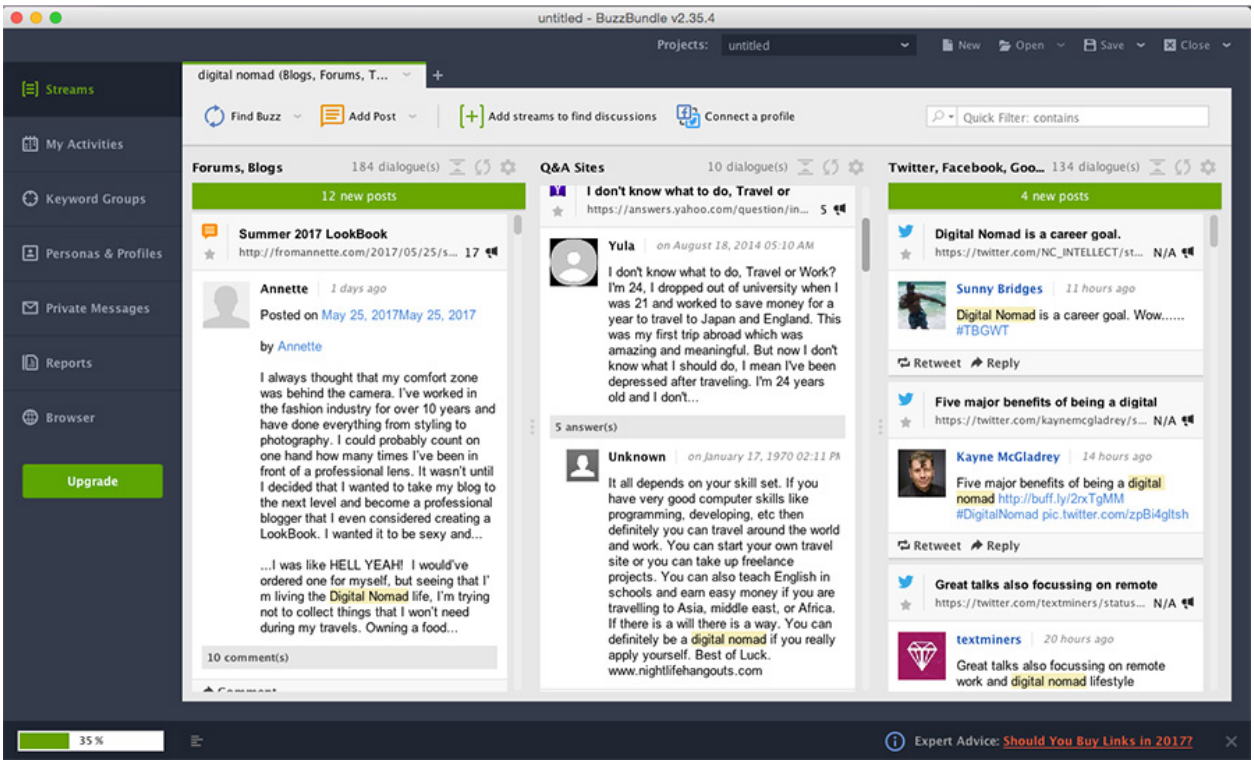
You get the idea :)

Think of other products or competitors in your niche who are getting decent PR or undergoing a big launch. You can then piggyback off their hard work and direct some of their buzz towards your own web properties.

Note: if you are using multiple keywords be sure to use proxies so that the tool doesn't get blocked. I recommend HighProxies. You can set these up by clicking "Preferences," then "Search Safety Settings" and choosing "Proxy Rotation."

It's time to get started! After you've entered your keywords, click "Find Buzz" and let the software to go work for you. In just a few short minutes you will have a list of hundreds, maybe thousands of people to engage.

Once it's finished, you will see four columns that display relevant conversations within different categories of sites: Q & A sites, social networks, blogs and forums, and finally video sharing websites.


untitled - BuzzBundle v2.35.4
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Keyword Groups
Personas & Profiles
Private Messages
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Add streams to find discussions
Connect a profile
Quick Filter: contains
Forums, Blogs
184 dialogue(s)
12 new posts
Summer 2017 LookBook
http://fromannette.com/2017/05/25/s... 17
Annette
1 days ago
Posted on May 25, 2017May 25, 2017
by Annette
I always thought that my comfort zone was behind the camera. I've worked in the fashion industry for over 10 years and have done everything from styling to photography. I could probably count on one hand how many times I've been in front of a professional lens. It wasn't until I decided that I wanted to take my blog to the next level and become a professional blogger that I even considered creating a LookBook. I wanted it to be sexy and...
...I was like HELL YEAH! I would've ordered one for myself, but seeing that I' m living the Digital Nomad life, I'm trying not to collect things that I won't need during my travels. Owning a food...
10 comment(s)
Q&A Sites
10 dialogue(s)
I don't know what to do, Travel or
https://answers.yahoo.com/question/in... 5
Yula
on August 18, 2014 05:10 AM
I don't know what to do, Travel or Work? I'm 24, I dropped out of university when I was 21 and worked to save money for a year to travel to Japan and England. This was my first trip abroad which was amazing and meaningful. But now I don't know what I should do, I mean I've been depressed after traveling. I'm 24 years old and I don't...
5 answer(s)
Unknown
on January 17, 1970 02:11 PM
It all depends on your skill set. If you have very good computer skills like programming, developing, etc then definitely you can travel around the world and work. You can start your own travel site or you can take up freelance projects. You can also teach English in schools and earn easy money if you are travelling to Asia, middle east, or Africa. If there is a will there is a way. You can definitely be a digital nomad if you really apply yourself. Best of Luck.
www.nightlifehangouts.com
Twitter, Facebook, Goo...
134 dialogue(s)
4 new posts
Digital Nomad is a career goal.
https://twitter.com/NC_INTELLECT/st... N/A
Sunny Bridges
11 hours ago
Digital Nomad is a career goal. Wow.....
#TBGWT
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Reply
Five major benefits of being a digital
https://twitter.com/kaynemcgladrey/s... N/A
Kayne McGladrey
14 hours ago
Five major benefits of being a digital nomad http://buff.ly/2rxTgMM
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Great talks also focussing on remote
https://twitter.com/textminers/status... N/A
textminers
20 hours ago
Great talks also focussing on remote work and digital nomad lifestyle
35 %
Expert Advice: Should You Buy Links in 2017?

Screenshot of the BuzzBundle stream.
I've removed video sharing sites in this example.

Browse the results and start engaging people. I recommend holding Shift while you click on links so that you can open them in your preferred browser. You can click "Comment," "Answer," or "Reply" at the bottom of each piece of content within BuzzBundle, or visit the website itself and write your message there.

Find people that have questions related to content you have written about. If you find highly trafficked threads, leave useful information, and link back to your site, you will immediately begin to see significant amounts of traffic come.

Even better, this is VERY targeted, active traffic that is highly likely to engage with your website if you have great content. They tend to stick around, read more than one page, subscribe to your newsletter, make purchases, and so on!

BuzzBundle is also really wonderful as a discovery platform where I can find all types of relevant outlets in a niche. I can see what affiliate products others in my niche are promoting, and I can use it to find potential partners and business opportunities too.

If I search “digital nomad,” for example, I can find all kinds of web properties and people whom I had never even heard of. I could these people onto my podcast, casually dropping a link to my site for reference, creating a win-win for everyone:

“Congrats guys on getting your Patreon page up! Your videos look so fun :) Are you interested in doing any podcasts to talk about your journey? I have a podcast where I interview nomads, would love to have you guys on :) [Link to podcast]

As you work, make note of the URLs of highly trafficked websites and save the URLs to a Google sheet. On some blogs and forums, you’ll want to come back and interact often. Create multiple posts so you don’t come across a spammer and get banned. Make different types of posts such as introduction, general comments, crack jokes, etc.

Spend 30 minutes a day repeating this process or whatever time allows. When you’re done, click “Save” in the upper right and save your work. If you target forums, some might make you wait before you can add a link to your website, so save addresses, login information, and so on. On many forums you’ll need to verify your email before you can post.

Finally, vary up the way you write comments: some long, some short, some agreeing with a poster, some disagreeing. Be helpful and act natural. You can create your own threads, and ask for feedback. Or you can link to a buyer’s guide on your website and ask for opinions.

The comments you leave using BuzzBundle are timely, and relevant. Before long you can insert your website or product into conversations everywhere — using your own name, or using personas.

This neat piece of software creates a competitive advantage that your competition doesn’t know about and can’t possibly match. Let them spend all the money and do all the hard work that SEO requires — while you get all of the sales, subscribers, and customers :)

Ironically, use of this tool can also improve your SEO too because it helps you build links in a natural way as well as skyrockets your engagement and conversion rate, leading

Google to believe that you have a high quality site!

CONCLUSION

This neat little tool is a great way to take charge of the conversations happening around within niche online. It takes a bit of work to set up and a learning curve to get going, but you may find engaging your "tribe" to be quite fun!

If you have multiple products or a lot of content to promote and can't be bothered to manually write comments each day, you can hire a virtual assistant and train them to do the work for you. You can find an easily find a good VA to work for you part-time for $200 a month through Upwork or OnlineJobs.PH and with a few quality, well-converting products easily get the money back with some to spare.

For instance, let's assume you had six books on Amazon. You could hand off to your VA a list of keywords related to each book and ask them to spend thirty minutes a day promoting each (three hours total).

At a very basic level, you could hand them off messages to leave such as these:

"Hi there, I have [Book Name] to be very a informative and helpful book about [keyword topic] that might interest you. You can read it here and feel free to ask me any further questions." [Link to the book page]

"Hi, if you liked this book about [Competitor's Book] then you will want to check out this one. I found it very informative and helpful." [Link to the book page]

For Twitter: "Hi [USERNAME], if you're interested in sleep hacks that actually work, you will want to check out this book! [Link]"

These are very basic comments to give you an idea, but messages that are too generic and not personalized can be easily weeded out as spam and even moderated by blog and forum owners and deleted. If you post a blog comment linking to your website under a persona, then obviously don't add the domain in the website box too or you blow your cover.

Remember, you're representing yourself in these discussions and chatting with real people, so you'll want people to respect what you write. You also want to contribute and be helpful, so that will people will want to reciprocate by visiting your blog or product page.

So whether you write these comments yourself or hand them off to a VA, it pays off to use a little thought, sense, judgment and a display of knowledge about whatever it is you're writing about.

Good luck, and have fun :)

The Social Media Platform Delivering More Traffic than All Others

Meg Jerrard, owner of MappingMegan.com, is one of the most influential bloggers within the travel niche in the world. Her writing has been featured in numerous publications such as National Geographic, the New York Times, Forbes, Matador Network, Elite Daily, and others.

I invited her to submit this chapter to share her discovery of the hottest new platforms for driving traffic to your content.

Want to discover an incredible new way to drive thousands of visitors… (which has doubled my social media traffic) and contributes more than other social media platforms combined… and best of all, it only takes ten minutes of management / upkeep per day? Have I gotten your attention?

If so, you may want to look into Flipboard.

Flipboard (flipboard.com) is an incredible way to acquire viral traffic for your content, whether you publish via a personal blog or business website. If you're not already utilizing the platform, you would do well to start using it right away.

Marketing your content here is the easiest way to drive thousands of page views to your site, and introduce your brand to a potential 90 million new fans. And all you have to do

is add content to the platform with a simple click (two clicks if we're getting technical!)

It is a news aggregation platform which launched in 2010; a magazine-style feed reader where users discover new content based on their interests, and 'flip' their favorite articles into themed magazines. It's very similar to Pinterest, where users pin content to themed boards, however in Flipboard's case the platform is presented in a magazine style format, and content is presented to users based on their interests, whether they follow you or not.

In the case study you'll see below, Flipboard regularly drives between 1,000 – 8,000 hits to a single piece of content per day, however at the height of its potential it has driven 26,000 article views, to my website, in one day. And, unlike other content discovery platforms like StumbleUpon, which may result in a low bounce rate, traffic from Flipboard is more likely to stay on the page and digest your content.

The platform started as an app aimed at enhancing the reading experience of mobile users. However it has since become one of the most popular apps for feed reading and discovering new content, and is widely used across desktop, mobile, and tablet devices.

This is by far the easiest way to drive free traffic to your blog, with very little effort involved from your end. Brands and bloggers would be wise to start marketing their content here straight away.

PROS OF UTILIZING FLIPBOARD

Very Little Learning Curve

Of all the social media channels, Flipboard is the easiest to get started on, and there is very little learning curve involved. Simply download the mobile app or sign up via the web application on your desktop, and you have access to a traffic generating machine.

You Don't Need a Large Following

Unlike other social media platforms, you don't need a huge following to start seeing traffic from flipboard, and you can begin to drive thousands of views without many

followers at all.

As new content is added to the platform, Flipboard assigns a category (ie travel, or politics), and scans for freshly added "flips" it can feature as the top posts of the category each day. This means you can successfully market your content without first putting in the time into creating a social presence, and don't have to worry about getting your number of followers up.

Your content has an automatic potential reach of 90 million users by being pulled from your profile and appearing in the home feed (we'll touch more on how to position your content for this kind of success below).

Least Investment of Time and Effort of Any Other Social Media Platform

Flipboard requires the least investment of time and effort of any other social media platform, which is astounding considering the rewards. Not having to spend hours building your presence means you can focus on real content curation which is the biggest way to gain traction and viral traffic back to your website or blog. It requires very little effort on your part, and is as simple as clicking a button to import new content to your magazine.

A Sure Thing for Viral Content

There are many strategies for attracting viral traffic however Flipboard is essentially a sure thing. Instead of banging your head against a wall with strategies which are failing, Flipboard will change everything. If you're already established and are rich with content you can simply flip, there's a huge potential for success.

On the flip side, it's important to keep in mind that viral traffic is often traffic which is short lived. On average, Flipboard traffic to a post will die out after 2 days, and for continued traffic you will then have to create another post. For those who are content rich, this won't be an issue, as you can gain quite steady traffic from continuing to produce content and flipping it regularly.

HOW TO GET STARTED

Create Your Profile

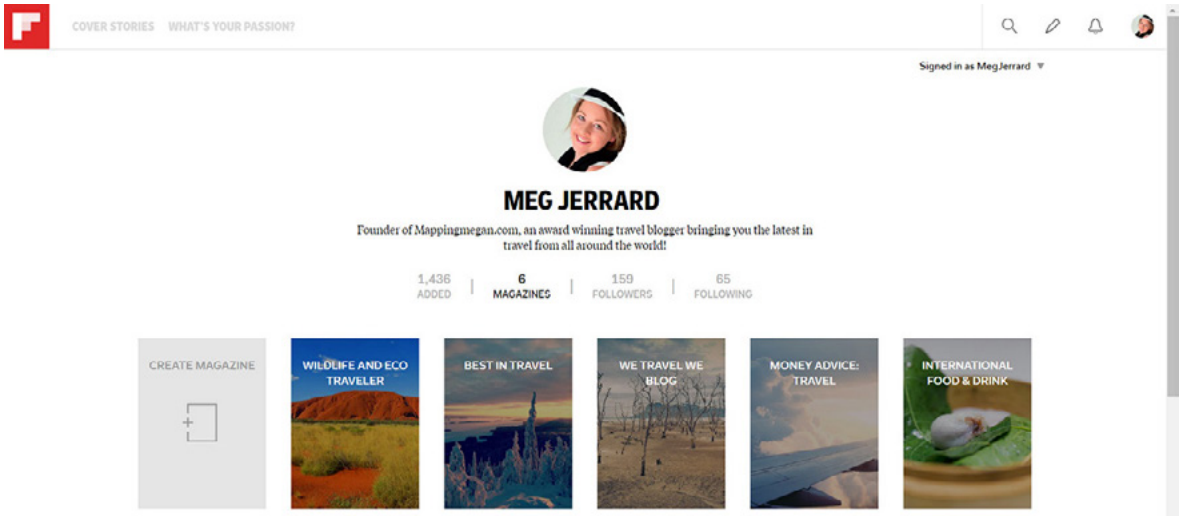
The first step is downloading the app or signing up via the desktop version online at Flipboard.com. You'll then create your profile. Add a short bio with a profile picture (if you log in via Facebook it will pull this profile picture automatically). Be sure to mention your brand name or website in your profile bio for good branding.

Once your profile is created you can select the topics you would like to follow, and there are over 34,000 of them! The topics you choose to follow will dictate which categories and content shows up in your home feed.

Create Magazines

Magazines are the essence of getting Flipboard to work for you. The platform is centered on the concept of curated magazines, whether made up of your own content or articles you like in the same niche. So after having created your profile, you need to create a few magazines. If you're not familiar with the term "content curation", this means finding the best content from the web and consolidating it in the one place.

Click "create magazine" on your profile page, and enter a title and description for the magazine. Having an interesting magazine title and description with targeted keywords can go a long way. You should narrow down a clear focus for your magazine topic instead of making it an expansive corner.



As you can see on my profile, I currently have six magazines which cover the areas I choose to focus on - Wildlife and Eco Traveler, Best in Travel, We Travel We Blog, Money Advice:Travel, and International Food and Drink:

Your magazines should be relevant to your brand and niche. You may choose to create magazine based on the categories you cover on your blog. Featured magazines drive hoards of traffic each day, so creating a solid magazine is the foundation to success on Flipboard. The more readers who follow your magazine, the better chances you have of being featured in your niche or having your content "re-flipped" into more popular magazines.

Once you hit "create" you can start curating content.

Curating Content

The best way to approach content curation on Flipboard is to gather the best content from your niche, and blend your own content into the mix to drive traffic to your own site.

You can and should flip articles into as many of your magazines that make sense. Like other social media sites it's important to flip other people's content as well as your own, and the more magazines you flip content into, the better your chance of having them seen.

If you're using the Flipboard smart phone app, it's very easy to add content to a magazine you have created. If you're flipping directly from the app, you can hit the plus sign and you will be asked which of your magazines you'd like to add it to.

If you're working on a desktop, you can use their bookmarklet to add any webpage to a magazine directly through your web browser. Chrome users can take advantage of their Chrome extension.

Large brands have the option to add multiple users to a board, much like a group board on Pinterest. This is valuable for organizations looking to increase the span of their

magazines.

Gain Followers

Gaining new followers is not an integral part of the platform but the more people who follow you and your magazines, the higher the chances are for getting your articles re-flipped. To find like minded people to follow, look at those who are commenting and engaging in your niche.

Another way is to follow followers of other profiles in your niche. You cannot click on "followers" of others from the Flipboard webpage but you can do that through the app. It is indeed the fastest way to gain new followers on Flipboard.

HOW TO MARKET YOUR CONTENT

Curate on a Regular Basis

In order to see true value from Flipboard, you need to maintain your momentum and curate content on a regular basis. This shouldn't take any longer than 10 minutes over your morning coffee, browsing topics that you follow and flipping relevant articles into your magazines.
It will take a few weeks to start seeing solid results, however consistency is key, and if you maintain momentum you will start generating traffic.

Flip Your Own Content

Flipboard actively encourages users to flip their own content, and this, after-all, is how you generate traffic to your site. From experience, you should add your articles as soon as they have been published; as a news aggregation app, newer articles gain more traction. This doesn't mean that you won't get traffic from flipping archived posts however there is a definite benefit in flipping as soon as possible.

In curating your magazines, you should focus on evergreen content so that your posts stay relevant and useful to readers over time. You can also place the same posts across different magazines to give those articles more visibility.

Leaving a short comment when you flip is crucial to having it rank in categories featured on the home feed. According to Flipboard this adds value to your flip by drawing attention to your post since comments are emphasized in the layouts of the mobile app, bringing more attention to your account. When you go to flip into a magazine there will be a space which says "What's interesting about this?" Leave your short comment (with targeted keywords) here.

Flipboard scans everything being added to the platform to feature new content in the featured categories on the home page. You don't have control over which category your content is placed in, however the comments you leave heavily influence this. The flipboard algorithm is still not understood, so in terms of keywords it's quite literally a guessing game, however if you want to see your articles categorized under "Travel", you will generally need to use the word travel a lot as well as other similar keywords like "plane" or "Australia".

If you run a popular brand, you can create a magazine with your brand name, which would make it easier for people to follow brand specific updates.

Make it Easy for Others to Flip Your Content

Most of the time you will be discovered by Flipboard users on the app itself, however you can increase your followers and visibility of posts on the platform by making it easy for others to flip your content.

You should start by adding a flipboard share button to your blog posts. Some social media share plugins do not support this, so make sure you have a version which does. I personally use the pro version of Social Media Warfare which is a paid plugin at $29 per year, though Flipboard is now an option on the free AddThis, ShareThis, AddtoAny and Shareaholic plugins.

You should also share your magazines among your other social media networks and email list. You can embed a Flipboard magazine into your blog or website [how?], and add a follow button on your blog to make it easier for people to follow your magazines.

Join a Flipboard Tribe

News of Flipboard's power to generate an avalanche of traffic has spread like wildfire, and many groups have set up Flipboard Tribes. There are many sharing groups on Facebook where users enter a link for the day, and everyone flips each other's posts. These can be a great way to make your content more visible.

For example, within the travel niche, Flipboard tribes on Facebook include "Flipboard for Travel Bloggers" and "Travel Bloggers Evergreen Shares." Type "Flipboard" into the search bar on Facebook to find groups within your specific niche.

You can also tweet your magazines with the hashtag #FliboardFriday.

Check Your Stats

As with any other platform, it's important to check your analytics and stats to see how your magazines are performing. On your profile page, hover over arrow next to "Signed in as *your name*". Click "Analytics" to see your numbers on articles by day, viewers by day, and page flips.

Engage

Engaging with other users is hands down the best way to drive genuine traffic back to your profile and website. While Flipboard does not require a huge investment of time for the return on traffic, you will see more solid results if you follow magazines of your interest and reflip, like and comment on relevant articles, and spend time reading relevant content you find in your niche.

While engaging with other users, use this time to study what big accounts flip and what kind of articles gain the most traction. And then apply this knowledge to refine your own marketing strategy.

CASE STUDY: MAPPINGMEGAN.COM

You may roll your eyes or groan at the thought of adding yet ANOTHER social media

platform to your marketing mix. In my case, I was vehemently opposed to adding yet another social media account to my plate. It's difficult enough as it is to manage content across Facebook, Twitter, Instagram, StumbleUpon, Pinterest, Tumblr, YouTube and Google + as a one woman operation. I was not keen to thrown an unknown platform into the mix.

However, before I even knew what Flipboard was, I noticed my site stats beginning to spike, on a regular basis. While I was previously used to an average of 2,000 page views a day, all of a sudden my new posts would see up to 3,000, 4,000, and 8,000 views on a really good day.

Flipboard began to outrank search engine traffic, and referrals from all other social media platforms combined, so it would have been foolish at that point not to look into this mystery platform and see what I could find out.

I had obviously struck gold in that somewhere out there, someone was already flipping my content without any effort on my part. However the articles which would go viral were random and I didn't have any control over what was being added to the platform.

The above strategies outlined have been taken from my process since having begun on Flipboard. I publish new content daily, so even though Flipboard traffic has a life of two days, I have new content to add to the platform which sees a continual flow of viral traffic to my site.

On average, my articles will see 1,000 – 5,000 hits from Flipboard after having been published, and as mentioned in my strategies, I flip them right away. I take part in Flipboard tribes with reciprocal sharing arrangements, and maybe spend 10 minutes on the platform per day.

As evidenced in the below screenshot, Flipboard was my top traffic referrer for the past 90 days, over search engines and all other social media platforms combined.

To truly highlight the power and potential of Flipboard, January 28, 2017 saw one of my flips go truly viral. To date I had been attributing 8,000 hits as a viral article, however within an hour of publishing a post on how to book the cheapest flights in 2017, I had 12,000 hits to my site. All click through from Flipboard. The next day my traffic soared to above 26,000 page views. This was attributed to being featured on the homepage of Flipboard.

Conclusion

In summary, Flipboard is a content marketers dream, and with over 34,000 topics and 90 million users, now is the prime time to join the community. It's not just the flavor of the month, this is the surest way to achieving traffic and exposure for your business, blog or brand, and it is definitely here to stay.

Action Items:

1. Sign up at flipboard.com, link Facebook profile and create a bio.
2. Create at least 3 "magazines" based on your niche topics
3. Download the Chrome extension for Flipboard
4. Begin curating content for your magazines
5. Join at least two Flipboard tribes within your niche on Facebook
6. Start participating in Flipboard threads within your tribes
7. Add your newest content to a relevant magazine
8. Sit back and watch the traffic flow

How to Hack Facebook Advertising for Fast Results

Joe Baxter started his Facebook advertising business back in 2016 and has never looked back.

He has worked for companies from around the world, connected with high-level social media influencers and even been to life-changing events such as 'Funnel Hacking Live'.

He has generated astonishing results for clients and plans on continuing to do so.

Hi guys, I am Joe. Danny asked me to write a chapter on Facebook advertising. While there are a million things we could talk about in this chapter, I aim to simply provide a refined process that you can use over and over again, to deliver results consistently.

Even if you know nothing at all about Facebook advertising, you can begin to use this information and start on-boarding new clients immediately.

I have been a Facebook Marketer for over two years now and have to say that this type of work has been eye opening, to say the least. It's an incredible opportunity to 'Growth Hacking' my entire life – as well as millions of other entrepreneurs too!

If you are looking for something that will enable you to either start a very successful business or perhaps unlock the path to freedom as a lifestyle designer or "Digital

Nomad," this is the way to do so.

All you need is:
• A passion for marketing
• Desire to learn
• Ambition for growth

And not much else!

Your desire to set out in this brave new world means there is almost no chance you will go back: back to being a passive consumer of social media.

In this chapter I will present to you the golden key to unlocking a virtually unlimited and untapped source of influence and profits (use these powers wisely).

Let's get started!

FACEBOOK GROWTH HACKING

When you first get your Facebook Account it is so easy to get caught up with 'Cat' videos and 'Prank' videos. Then you move on and see posts of all your friends' dinner or post gym work-outs!

However, there is another side, a much more commercialized side... I call it 'Unlocking the Matrix' because when you take the red pill and allow yourself to be pulled into the 'Matrix' there is no going back, and you will only see the potential that Facebook can do for you OR your clients' business!

Consider this:

A client of mine knew he wanted to start a new business. He is very successful in property investing. He also owns other businesses including a million euro per year building company. He realized he had a passion for teaching others how to grow their businesses as he had helped dozens of people do the same thing.

So he started helping people with their business via building a brand of himself on Facebook and this grew and grew - now, he has a paid membership site with over 150 people in just 12 short weeks (we have not pushed very hard yet because he is just starting out his group) and he makes 10,000+ per month on retainer!

He uses the paid membership group to directly train people how to grow their businesses rapidly with some techniques he has learned along the way.

I have been running his Facebook adverts for 2 months and we are getting leads for around 5 Euros. Each new member pays 97 per month, so the price per lead is incredibly low!

It. Is. Incredible!

Do you want the exact strategy I used and continue to use to this day to get him leads regularly?!

Yes...? Thought so.

I will reveal all by the end of this chapter!

How did it all begin?

Nearly two years ago I unlocked the potential of Facebook marketing but previously that I was outside of this Matrix, blissfully unaware of the gold mine upon which I sat.

I passed my time on social media sharing funny videos, but knew I wanted more. Much more. Around the same time, I experienced a major life change and found I had more time on my hands, so I started to learn Facebook marketing for myself and now I'm so excited to share an introduction into Facebook marketing growth hacks with you!

As you decide to market on Facebook, for yourself or a client's business, the first thing you need to do is establish your goal. Are you after Brand Awareness or Engagement?

Any good marketer needs a plan. A proven approach by many of us is what's called the "TOF, MOF & BOF" strategy.

TOF – Top of Funnel
MOF – Middle of Funnel
BOF – Bottom of Funnel

TOF

Your Top of Funnel (TOF) content is sent to a cold audience and these are usually considered Brand Awareness ads running Page Post Engagement adverts (PPE). This can be either a brand story creation or a services video. The idea is to create the type of content that you would show to completely new people, who have previously never heard of you or your company before. However, we would target people who would be interested in your services and the more of the video they watch the better the retargeting video they would receive.

Now, there are many ways to find a TOF audience. Some of the best things to do is use your existing customer files to create a Lookalike Audience (LLA) OR target people with the interests you know would make them interested in what you do.

To build a LLA, you first need to upload a customer file to Facebook's business manager. This can be seen in the tabs at the top of business manager (www.business.facebook.com), just slide to the 'Audiences' tab, select a 'Custom Audience' and 'Upload Customer File'.

When you start to yield good results from these audiences you can use them as the base file in which to create another LLA from and test them out.

Results here will be 'Video Engagement', i.e. how many video views did your video get? Business Manager will give you this information, so it is very easy to acquire.

When done properly, you will see results as this is a tried and tested model for marketing in general, and Facebook gives you the ultimate marketing tool to try this with. As the results come in your aim is to send new prospects through your funnel as effectively as possible.

Too many business owners try to push this step too fast. That is when people like me

come in and try to manage their expectations and explain that although this may not be the fastest way to get new customers in (even though it probably is!), it is very effective.

MOF

The "middle of funnel" stage is where you can start to think about generating sales for your business. As you give away awesome value to your audience and warm them up, consider how you can help them to solve a major problem that they face. A problem that they wouldn't mind spending a few dollars to fix.

If you are deploying sales funnels your objectives are:

1) Begin to show people how you can help by giving them some advice
2) Your prospects act on the advice by taking action
3) They see that you have helped them and the relationship deepens
4) You can follow up by sending them to a sales page in your funnel
5) If your audience does not convert at this point then the next step is to send them to a NEW funnel with different, more compelling offers. If the funnel doesn't compel the first time or second time, a new landing page is needed to touch more on their pain points.

Sometimes, when selling a high-ticket item, you can send 3-5+ different ads to the same audience before they buy from you so don't expect this to be as simple as 1 ad per level they are. I would consider having a few different ads going to the same funnel. At Funnel Hacking Live, Russel Brunson showed us he had 15 ads going to one funnel page!

The most important thing to remember is you must always be delivering value. You can NEVER give too much.

If you get a few sales here, then keep this audience separate so that later you can exclude them so that they are not seeing your ads again (contingent upon your product. If you sell something your audience can buy multiple times, then this may not be necessary.)

BOF

So, you could have spent a few weeks building audiences for this moment. Be excited for this as this is the day when you can really help these people because this is why they are in this audience.

Let's think about sales!

If you can, picture in your mind's eye a literal funnel where you have people (your audience) going through it.

At the top is everyone in the audience, we just needed to find the customers within. As it filters through to the sales page the audience thins, these people are your ideal audience to sell to. Don't be frightened to get your frequency score to 4-6, maybe even more, because these guys will need your product/service, or they wouldn't be in your audience and it could be an injustice to not sell them this product. Your frequency score is how often your ads are getting seen to your audience.

This should be a reasonably quick process after the MOF because your audience will have you fresh in their minds and you need to make them take action (i.e. make the sale) as soon as possible!

Custom Audiences

Custom Audiences (CA) are your friend. Create them with a customer file being your base (I don't like to build audiences with less than 1000 people) or build an audience from people that viewed your videos and grow them with LLA's and test out different variations (1%, 2-3% etc.) As described in TOF.

1% is when the audience you have just created is as closely matched to the seed audience as possible i.e. their behaviours, their interests and their actions are as closely matched as Facebook can get. Going further up the ratio means the audience is going to be less matched to your seed audience – test out 2-3% and the more results you get, test out further audiences. Facebook marketing takes a lot of testing but with this model, you will save thousands of dollars for your or your clients business!

As you start to see some results with these newly created audiences, test out different

Facebook advertisements for different devices – you may see that your ads on mobile devices are performing far greater, in this situation you could put your "chips" in with mobile devices and maybe get additional content and copy for computer.

You can go deeper with split-testing and split out age groups, interests and content for Instagram and Facebook.

FUNNEL STRATEGY

Now then, as promised here is my actual strategy that I use over and over again for clients to consistently generate leads and sales for them.

TOF	MOF	BOF
A video: Lookalike audience (1% and 2/3%) Split test 2 copy variations.	Canvas ad: Retargeting anyone who watched 10 seconds or more of video 1. *This needs to be some benefits of the products or pain points that you are really helping the potential customers with.* Split test 2 different variations	Image ads that lead to a funnel: *Here is when you can push for sales after retargeting people who have both watched your video and then seen your canvas ad.*
A video: Interest Based Audience Split test 2 copy variations.		Image: Split test 2 different images. And Split test 2 different copy variations.
You should have 2 ad sets with 2 ads each = 4 adverts. *Delete the least performing videos if a clear winner is found.*	*Delete the least performing, if a winner is obvious.*	*There may be a clear winner here – delete the least performing.*

Rinse & Repeat!

Bonus Tips

When you are deleting poorly performing ad sets, if you want to scale your current ads – the optimum scaling rate is 16-20% of the daily ad spend budget. Any more than this and you could confuse Facebook algorithm (I have learned this after testing vast amounts of money!)

And finally, when you are split testing, consider split testing Titles on the funnels as well but the key here is to only test one thing and not make a lot of changes on one funnel and not the other. This makes it incredibly difficult to know what has worked and what has not! (Found this the hard way too, so you don't have to!)

Conclusion

When running your own Facebook ads, the most important thing is to remember that your goal is to deliver maximum value all of the time. Facebook is very strict with their Terms of Service and if you don't place user experience first Facebook will, and you may be shut down. Getting shut down makes it next to impossible to get your ad account back up again.

If you are running Facebook ads for a client, always make it abundantly clear that their job is to focus wholeheartedly on delivering value for their potential customers on Facebook. You focus on generating the sales.

It is important you make this clear because Facebook advertising is becoming more and more competitive. Only the best of the best will be getting reviewed and accepted by Facebook. Always ask for top quality videos, pictures and other content you need in order build a thorough campaign.

If you have read this chapter clearly, your knowledge is already better than 90% of Facebook Marketers that are currently in our industry. You can get the Facebook Blueprint absolutely FREE from Facebook to learn more in-depth about their Terms of

Service (TOS) and using their platform for marketing. For more helpful tips and lead generation videos you can also check out my consulting page, Joe Baxter on Facebook.

How to Build a Maximum Size List In Minimum Time

Matt Stone is author of more than 25 books, and co-founder of Buck Books, a newsletter connecting authors to readers interested in 99 cent ebooks. He's reached 6-figures annually with six different websites, and has acquired nearly 500,000 subscribers across all of sites since November 2013.

I invited Matt to submit this chapter to share his strategy of growth hacking list building and monetization strategies.

Hey what's up? My name's Buck Flogging, also known as The Flogfather or The Godflogger. Take your pick. Or you can even use my real name if you want, Matt Stone.

I'm a goofy, wacky, outrageous guy. The internet is my playground, and I love it. I've had tremendous success since I started out online in 2007 with a simple blog. While it took me absolutely forever to create real success, I can say that focusing 110% on building an email list has served me really well.

I didn't focus much on building an email list until November of 2013. That's when it all started. I did away with everything I had been doing prior, and boy am I glad I did. Turning my focus on building an email list at the exclusion of almost everything else has done amazing things to simplify my business, grow my business, keep me focused on what matters, and, in the end, it has turned me into a bit of a online powerhouse.

Even yesterday I received an invitation to speak about list-building to an exclusive online community and was called "the go-to guy" on the subject. It's pretty crazy that I went from total newb to the go-to guy on list-building in just a couple years.

But it's true, I am an expert on list-building. And the size of my list or whatever doesn't really matter. It's the tactics that I use that count, and I've seen the same tactics used before I started using them with outrageous results (which is why I started using them!), and I've since seen the primary tactic I use fetch over a million quality email subscribers in under two weeks. There's no better way to build an email list than how I do it. In this chapter, I'm going to give you the best information I possibly can on building a large, quality email list quickly.

Keep in mind, it's just a chapter. It would take a 200-page book to go over every aspect of my primary tactics in excruciating detail, but in this chapter you'll receive a grand strategic overview. This will be enough to grasp my process and begin your journey as I did mine.

Before I start, take a moment to let this sink in…

In 2016, I gathered close to 200,000 new email subscribers across all my email lists, and this was good enough to bring in close to $600,000 in revenue, or about $3 per subscriber. I paid out large sums of money to affiliates and a team of people to gather all of these subscribers while I worked only a couple hours a day. My expenses were over $40,000 per month, and I even had to lay most of my team off in January of 2017.

All of this is evidence that most of the websites that I was landing most of these subscribers on sucked. And that brings up the most important lesson about doing business online, as I see it…

Everything you do to try to make your business successful will be a waste of your time, money, and energy if your business sucks.

If my websites were better, I could have earned millions from those subscribers, and that extra money could have been used to get millions more subscribers. My business

would have grown exponentially in a short time, and I would have quickly turned out to be one of those uber famous 9-figure net worth internet marketer icons that kick it with Tony Robbins.

That's no joke. My ability to build an email list combined with a good business would be lights out. Fuhgeddaboudit.

But, alas, my business needs work.

Building a great business is what matters most by far. You don't need to worry about list-building and marketing and social media or any other bells and whistles if you have a good business. Those things come with such ease as to almost be automatic. But building a great business is also the hardest thing.

One of the world's most successful internet entrepreneurs, Frank Kern, was once asked what his secret was for building an email list. He said, "a credit card." Yes, he just pays to send over traffic and shazam! Tens of thousands of subscribers and millions of dollars jump right into his wallet.

Well yeah Frank, of course you can do that. Us mere mortals can't.

Is this because he's some Facebook ads wiz? I'm sure he's got skills, but no, it's because he's awesome at turning traffic into email subscribers and then turning email subscribers into customers.

Turning leads into customers really well is the definition of great business.

If we were to whittle it down even further, you could say that the key is to be able to make a lot more money from a subscriber than you paid to acquire that subscriber.

In, you know, like REAL business, they call the money it costs to get a customer, "customer acquisition cost."

I watched a recent interview with one of today's hottest internet business gurus, Russell Brunson. In the video he described how he paid $12 to acquire an email subscriber, and

then, within minutes, made an average of $32 per subscriber. From there, he went on to make even more money. In fact, the $32 he made up front was really just to offset the cost of acquiring the subscriber.

Now, imagine that. Imagine what it would be like to grow an email list when you can literally just buy them and make nearly triple your money back within minutes.

That, honestly, is the great secret to being successful online. If you even come close to something like that, there's really nothing you can do to screw it up. You'll be a millionaire if you can instantly turn a profit on acquiring an email subscriber, assuming the method you are using for acquiring subscribers is something scalable.

But doing that is very hard, takes great skill, and most importantly, it takes a great product or service!

I know, crazy right? The key to building a successful business boils down to having a great product or service for offer. Who would have thought!?

But I'm not exaggerating in the slightest when I say that 99 out of 100 people that come to me wanting to build an email list don't have a good enough product or service, and/or a good enough built-in process to sell that product or service, to justify the time and effort put into building an email list. Or blogging. Or building a social media following. Or podcasting. Or whatever.

In fact, those are all forms of marketing. And please, underline this, write it on your wall (your actual wall, not on Facebook!), make a song out of it and belt it like Celine Dion if you have to…

The most common mistake being made in internet business today is putting a huge effort into marketing a bad website, product, or service. Marketing, marketing, marketing.

Build a list. Get more likes. Master Facebook ads. Go viral! It's nonsense. It's like driving hungry customers into a restaurant without any food in it. It's simply backwards.

Or, a metaphor I've used before that is probably more appropriate to your current internet business…

Building a big email list when you have hardly anything to sell is like packing in a giant football stadium just to try to sell everyone a pack of gum.

Seriously, if I run across another author with a $2.99 book on Kindle that's desperate to build an email list I'm going to throw my laptop out the window. Build something that gets $5 or more per email subscriber on average, in 30 days or less, then let's talk about how you can get more of them.

So yes, while this tirade has been long-winded, I hopefully have saved you years of time. Please invest months and even years into creating:

1. An awesome product or service, preferably several with upsells
2. An awesome process to sell that product to a new lead (usually a "funnel" of some kind presented to a newly-acquired email subscriber)

When you can sell something pretty well to 100 email subscribers ($5 per subscriber is the minimum, but more is always better), then it's time to start your marketing. Don't do what I've done, which is go get a bunch of email subscribers only to later find out that the system you had in place doesn't get much money out of them, leading you to ditch the old site and try to create something new and better. That's how I ended up with like a dozen sites that are all completely and totally mediocre.

I'm not complaining. I've learned a lot, I probably HAD to go through that process to learn what I have learned, and my real breakout success is just around the corner as I continue to put the pieces of the puzzle together. But hey, I can't help but try to help others save time. The biggest reason for failure online, without a doubt, is taking too long to succeed.

Okay, so hopefully you're no longer wondering how to build an email list. But for future reference, when the time is right, here is the best way to do it…

THE BEST WAY TO BUILD A BIG EMAIL LIST QUICKLY

The best way to build a huge email list quickly is to put together something that a ton of people that have put years into building an email list and following on social media and beyond are eager to promote.

What makes people with an audience eager to promote something is:

1. It's cool, well-matched to their audience, and ideally free (everyone loves to be the hero bringing their fans free, cool stuff)
2. They get paid for promoting it, ideally $1 per click they send over or more
3. They are personally involved somehow

For example, my next attempt to get email subscribers will be with the launch of a compilation book called, Internet Business Insights. The book is a compilation of insights from 101 successful internet entrepreneurs. Successful internet entrepreneurs have followings. The idea was to get them to contribute something and then promote an optin page prior to the release of the book.

Those that optin to get the book will get it for free on Kindle when it is released. Over the course of the month following the book's release, I will sell my internet business course (www.QuitN6.com) to these leads and the referring affiliate (the contributors of the book), will get 75% commission, which I expect to be $2-3 per click that they send over.

And so, following the guidelines above for getting people eager to promote:

1. It's cool and free, and I expect everyone's audience will be really eager to hear about what made their guru successful and his or her lessons learned along their journey to success
2. They'll get paid for it—double or better of the average promotion
3. They are all personally involved as contributors of the book

I expect to get 30,000-50,000 email subscribers from this and net 6-figures from putting it together. Of course, I didn't put it together, someone else did. He'll get all the proceeds from the sale of the book and 10% of course sales for his efforts.

Pretty cool huh? And what's cool is that a guy named Chris Naish who nobody has heard of put it all together. What's cool about that is that it means ANYBODY could put something like that together. You just come up with a cool idea, find a few hundred good candidates, fire out personal emails to each of them, and hope that you can get some really good ones on board.

I've found that if you can get just ONE really big name in a niche, the rest will follow. I will typically start building an event by inviting the top dawgs first. It's really hard to land one, and may involve a lot of massaging, extra bonuses, phone calls, and stuff like that. But when you do land a couple you can usually get dozens of small to medium-sized affiliates on board to promote your product/event with ease.

The most common ways to build a list in this fashion are with:

1. Product launches
2. Book launches
3. Online Summits
4. Book bundles/Other product bundles

I have built my lists mostly with book bundles. In fact, to my knowledge, I am the original creator of the FREE Book Bundle Event.

It was quite simple. I got a lot of authors to contribute a book to the bundle, created an optin page talking about all the goodies you get when you subscribe—all FREE—and then ran it for 10 days while throwing out all kinds of affiliate bonuses and what not to try to encourage the contributors to promote the bundles like crazy. It worked great. My biggest events got 20,000, 30,000, and 70,000 email subscribers.

However, in hindsight, I should have maybe done something like offer the pdf versions of the books for free, and then offered an upgrade after people subscribed to mobi versions, compatible with Kindles, for like $20. This would have offset the price I paid for subscribers immediately, reducing my risk (a couple of events I actually paid more for the subscribers than I made off of them, yikes!).

There's obviously a ton of nuance to how I do this, and I have learned a lot about how to

properly pull this off—enough to even train a staff of people to do it effectively. But that falls outside of the scope of this chapter and involves a lot of video demonstration and email templates and the like.

How to set this up from a technical standpoint? Dude, I have no idea! I've never created a page on the internet for anything without a web developer.

However, I did recently migrate everything to ClickFunnels, which I would highly recommend. Complex things are extremely easy to do in ClickFunnels, and their tutorials on how to use the platform are exhaustive and extremely helpful.

Summary of Action Steps to Build a Big List Quickly:

1. Create an awesome product or service
2. Create an awesome sales process that sells that product or service, gathering revenue of $5 per email subscriber or more as quickly as possible
3. Create a high-converting optin page (50% optin rate or better)
4. Create a competitive affiliate program that enables your affiliates to earn at least $1 per click they refer to your optin page
5. Come up with a way to get others with a big audience in your niche to send leads to your optin page. This is most commonly done with product launches and online summits, but there are other hybrids of this that can work, too.
6. Do extensive research to find out who in your niche has promotional power, ideally taking some time to get to know those people personally (by contacting them via email or on social media directly)
7. Create a really energetic and friendly email template, with clearly communicated expectations, inviting those with promotional power to be your affiliate
8. Create fun and creative bonuses throughout your event/launch to further incentivize your affiliates to promote your optin page, such as contests, cash bonuses, and other creative ideas you may have that keep things fun and interesting for your affiliates

I do give a very thorough breakdown of how to do it in my pay-what-you-like course if you are seriously wanting to give this a shot. You can check that out at my site, www.QuitN6.com. Now get back to making an awesome product or service and a great process to sell it!

How to Kill it With Video: Viral Videos 101

*Victor Kung is the self-styled "No Bullsh*t Local Business Growth Hacker." My goal is to help 1,000 business owners build 7-figure legacies so that they achieve financial freedom. In the past 3 years, I have learned everything I could about online marketing, starting my own blog, podcast, and YouTube channel while working remotely and traveling the world. Through my digital marketing agency Tandem, we've ran campaigns that have earned 7x returns for our clients.*

CHASING TRENDS IN THE DIGITAL MARKETING SPACE

The digital marketing world is ever-changing. New trends come and go, while aspiring marketers blindly follow along.

Just a few years ago, blogging was the big thing. It was the golden ticket to financial independence.

With any get-rich quick scheme, it only had a few simple steps:

- Create a blog
- Get tons of readers

• Monetize with banner ads
• Rinse and repeat

… so they said.

Just like that, everyone decided to start a blog.

Fast forward a few years, podcasting became popular. The transition from text to audio content was a game-changer.

It allowed people to take in content in new ways. For example, you can listen to your favorite podcasts while driving to work, while sitting at your nine-to-five desk job or while cooking at home.

In many ways, podcasting became an audio version of blogging and you started seeing people reproduce their blog content on podcasts and vice-versa.

Similar to the blogging world, the podcasting space soon became crowded.

In recent years, there's been a shift from text and audio to video content. Beyond that, you also have the emergence of different types of videos, including live video or disappearing videos.

People have began creating video content left and right. And as with blogging and podcasting, they're trying to find ways of repackaging their existing content into video format.

But copying and pasting from one content type to another isn't working anymore.

The transition from text to audio is not as straightforward as the one from text and audio to video.

I'm seeing more and more people on my Facebook newsfeed posting videos. Few good, mostly bad. What sucks is that these people are investing a ton of time and effort into their videos without getting the views, engagement or ROI they are looking for.

You can hype up the future potential of video all you want. But until you understand how viewers interact and engage with video content, you'll be wasting your time.

I don't want that to happen to you. Nor do I want to see any more bad videos.

So here's what I'm proposing. I want you to read through this chapter and apply the lessons to your own videos. Sound good? Great, let's get started.

WHAT YOU WILL LEARN IN THIS CHAPTER

In this chapter, I will give you an overview on how to create viral video content. Specifically, we will cover:

- What makes video different from other content mediums
- Different video platforms and how you can use each to your advantage
- How creating viral content is the easiest way to get noticed
- The 8 traits of viral content and how you can apply it to your videos
- Case Study #1: How I went viral in the Digital Nomad space (20K view in 2 days)
- Case Study #2: 200K+ Likes on Facebook and 50K Subs on YouTube in Less Than a Week

All I ask, is that you use my affiliate link… just kidding!

VIDEO IS A DIFFERENT BEAST

The one thing you need to understand is that video isn't just a repackaged version of text and audio content.

Without getting into too much unnecessary detail and statistics, I want you to remember this word: infotainment.

Video is about infotainment.

Infotainment = Information + Entertainment

The first thing to know about video, is that people watch videos to either:
1. Be informed
2. Be entertained

Think about the different ways you interact with video nowadays. Everything is on-demand and you, the consumer, have total control over:

• What you want to watch
• How much of it you watch
• When you want to watch it

This was a relatively new concept that began with user-uploaded YouTube videos and paid video streaming services like Netflix.

Now, you have access to free video libraries and paid TV shows that were only previously available on television channels at designated times.

Aren't you glad you're alive in this day and age?

And it didn't stop there. Video has become a crucial part of even social media. You have different types of videos, including regular videos on YouTube, live video streaming on Facebook Live, Twitter or Periscope, and super-short videos that disappear on Snapchat, Instagram Stories and now Messenger.

It's amazing how subtle tweaks such as the length of video, live versus pre-recorded, or ephemerality can completely change the way video content is consumed.

But I digress…

All of this means that, at any given point in time, if the video you are watching does not match your expectations, you skip it and move on.

How many times have you watched a YouTube video, only to click on another video after 10 seconds? If something does not capture your attention, you skip it.

It's the same thing with streaming shows or movies. If you don't like first few minutes, you might just cut your losses and watch a different one.

Why stick with something when you have tons of other options?

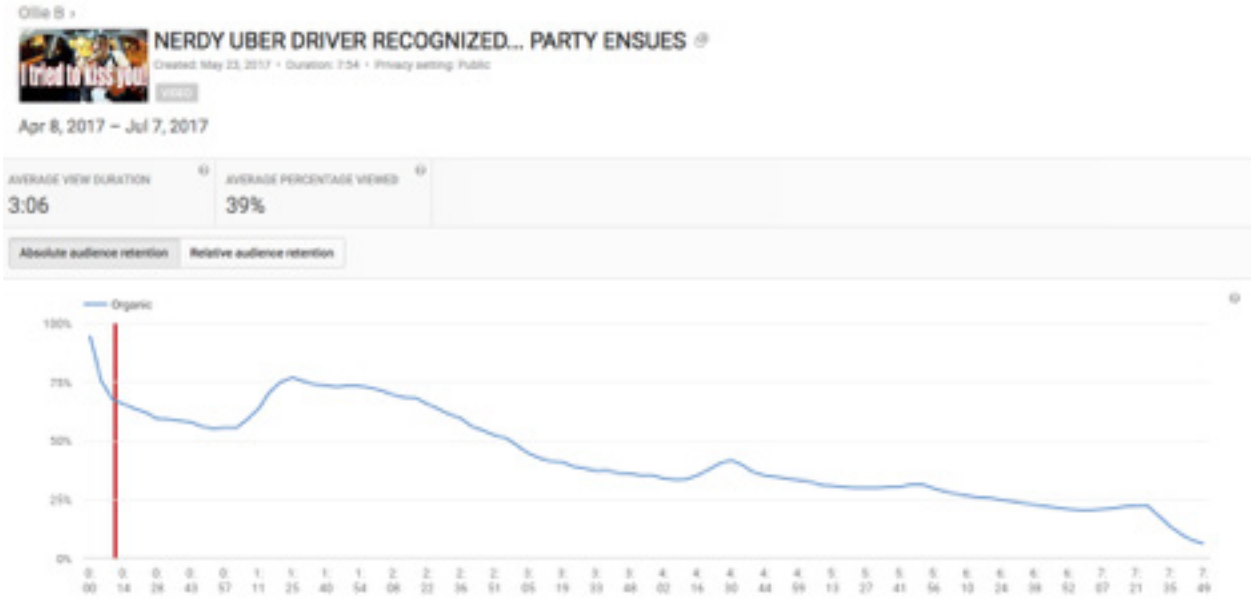
3 QUICK TIPS TO MAKE YOUR VIDEOS MORE ENGAGING

Here are 3 quick tips on how you can make your videos more engaging to your audience:

1) Have an attention-grabbing hook at the beginning

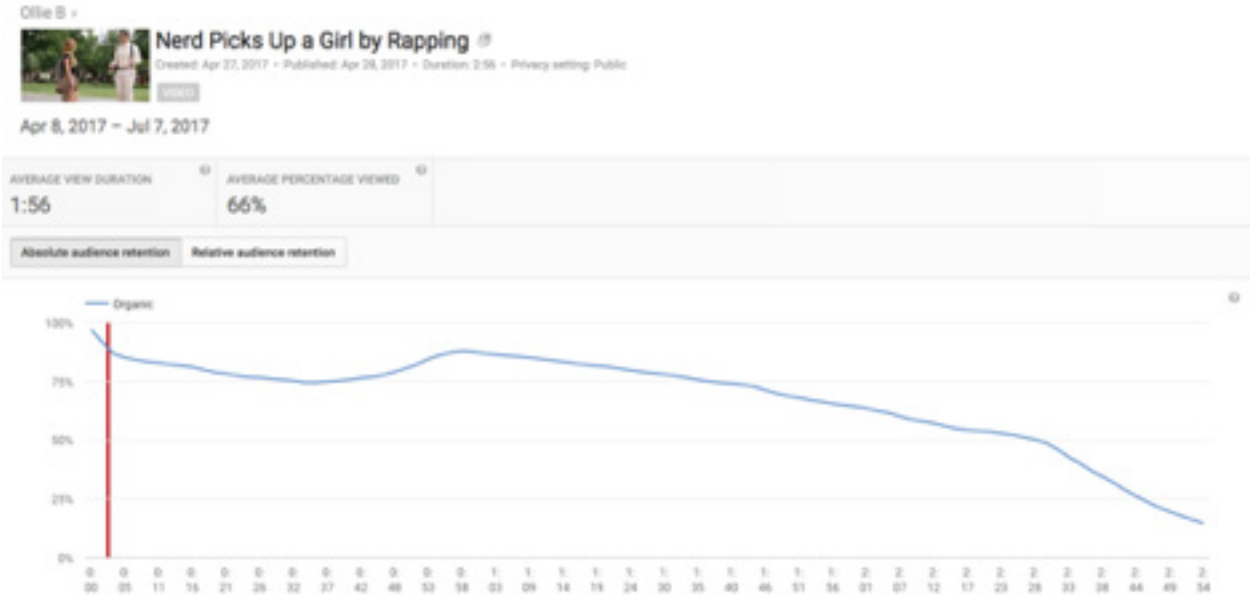
The first 10-15 seconds of your video are crucial. If you look at YouTube analytics, most videos get a significant drop off in the first few seconds.

Here's an analytics screenshot of my client, Ollie B's, video [“NERDY UBER DRIVER RECOGNIZED... PARTY ENSUES:”]



In this video, his introduction is a lot longer than it has to be, and you'll notice a huge dropoff in the first 15 seconds.

Compare that to his video, [“Nerd Picks Up a Girl by Rapping:”]



This video gets right into the action and as a result he has phenomenal audience retention rate.

For both videos, however, you'll notice how people have a tendency to skip past the intro part of the video to get to the meat of the content. That's why there's a spike when you get to the 1-minute mark.

2) Make sure you are high-energy

I can't stress this enough. When you are on camera, you need to be ON IT. You need to be an engaging and high-energy version of yourself.

Anything less than that, you won't be interesting. A phenomenal example is YouTuber Logan Paul. This guy is a total genius in the vlogging space.

He's shared in interviews that he forces himself to up his energy level whenever he's on camera. This is something I had trouble with when I experimented with vlogging.

The first few times you're on camera, you always think that you're too over-the-top, too this or that. But when you watch yourself, you'll be surprised at how boring and toned down you are compared to what you thought.

So here's how you can practice being high-energy in your videos:

1. Do a first take where you are normal.
2. Then do another take at high-energy.
3. And then do another take, where you multiply energy by 100.

#3 is what you want to be whenever you're on camera.

3) Keep your videos fast-paced

In the world of video, brevity is key. This doesn't necessarily mean that your video has to be very short or less than 2 minutes.

This means that you have to find the most efficient way or the most creative way to convey the information you want to share.

If you want to share your "Top 10 Productivity Hacks", then you want to make sure everything is short, punchy, and to-the-point. Check the pace of these videos:

- Airport & Airplane TRAVEL HACKS | Hey Nadine
- Video SEO - How to Rank #1 in YouTube (Fast!) | Backlinko

These are basic tips, and we'll be getting into more specific and advanced things later.

DIFFERENT VIDEO PLATFORMS REQUIRE DIFFERENT TYPES OF VIDEOS

Roughly speaking, you have the following major video platforms:
- Paid Video Streaming Services (Netflix / Hulu / Amazon Video / HBO Go)
- YouTube
- Facebook

To simplify this discussion, we'll be focusing on YouTube and Facebook, which is the primary method digital marketers use to reach their audience.

Facebook Is About Sharing and Engagement

Repeat after me: Facebook is about sharing and engagement.

Think about how you use the app. You scroll down your feed and what do you see?

• Your friend's status posts
• Links to blogs
• Embedded videos

And what do you do?

• Click a link / watch a video
• React to the post with a "Like", "Love", "Wow", "Angry", or "Sad"
• Leave a comment
• Tag a friend
• Share on your timeline, with a friend or group

Facebook is the true definition of social. Everything about Facebook is about engaging and sharing with other people.

This is why Facebook is the #1 platform to create viral video content and the best discovery platform for your videos to reach a large audience.

Here is a two-step cheat list to remember for your Facebook videos:

3 TIPS FOR FACEBOOK VIDEOS

1) Your FB Videos should be square

You've seen this before, Facebook Videos that are square, with subtitles above and below. This is intentional because square videos take up more space on your newsfeed. The subtitles also attract people's attention.

Here are a few examples:
2) Have subtitles

Keep in mind that some people may not be able to watch your videos with audio at that

particular moment in time. Or your video may play without audio.

So having subtitles is a good way to make sure that they have the opportunity to get hooked by your content.

Ollie B
I could be your Uber driver
Get a Free ride on me here: http://bit.ly/GiftFromOllieB
When you thought EDC was over ..
all night and day you know
Wait For It

3) Make Sure Your Videos Are Entertaining and Short

Facebook videos need to be short and highly entertaining. People are used to scrolling down their newsfeed if something doesn't catch their eye.

So you only got one shot.

If you have a longer video that you're posting on YouTube. Edit that video specifically for Facebook so that it's shorter, more engaging and entertaining.

Remember, the first few seconds are key.

You can also leave a call-to-action (CTA) at the end of your video to let your Facebook viewers they can watch your full video on your YouTube channel. More on this later...

Pro Tip: When linking to your YouTube video or channel, DO NOT link to it in your video description. Facebook penalizes outbound links to YouTube and its algorithm will negatively impact your videos.will make your videos seen by fewer people.

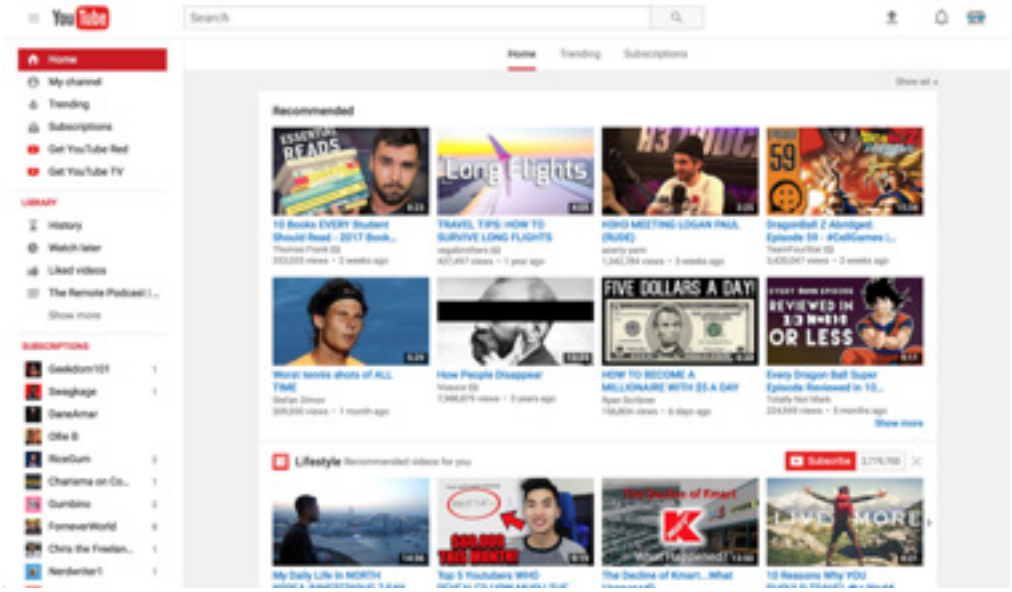
Instead, include a link as the first comment in your video. You're welcome.

YOUTUBE IS WHERE YOUR REAL FANS ARE AT

While Facebook is a discovery platform where you can reach millions of new viewers in a short-period of time, YouTube is more of a long-term play in which your viewers will be notified of your newest videos and develop a stronger relationship with you.

People behave on YouTube much more differently than they do on Facebook.

The Facebook experience is more of scrolling down a news feed, so there's a lot of distractions and different types of content that can catch their attention.



YouTube Homepage

In contrast, YouTube is about watching and jumping from video to video. Once someone subscribes to your channel, they will start seeing your content on their "recommended" lists and also be notified of your new videos.

People on YouTube also tend to watch longer videos than those on Facebook. So often times, content creators will have two versions of their videos: a shortened one for Facebook and a longer one for YouTube.

Later on, we'll get into how you can combine Facebook and YouTube to your advantage. This is the strategy we used to help musician Ollie B grow his Facebook to 200,000 likes and YouTube to 50,000 subscribers in less than a week.

But first, I'm going to walk you through why viral content is the best way for you to get noticed.

VIRAL CONTENT IS THE #1 WAY TO STAND OUT OF THE CROWD

The biggest issue content creators have is to break through the noise so that they can stand out and make a name for themselves.

I'll tell you now. Creating viral content is the best way to get noticed, fast.

And I'm not talking about getting steady and slow growth of one subscriber at a time. I'm talking about thousands of views, impressions, and subscribers overnight.

But what do I mean by viral content? Ever see those posts on Facebook that get shared thousands of times? Videos that get millions of views in just hours?

Viral content is content that people love and that compels them to share it like crazy. That's exactly the type of content you should be looking to create.

This is the one thing that digital marketers don't really understand. I'm going to illustrate this with a quick comparison between the Digital Nomad niche and Travel Vlogging niche.

COMPARISON: DIGITAL NOMADS VS TRAVEL VLOGGERS

In the pure digital nomad space, no one has broken the 100,000 YouTube subscriber

mark, the basic standard of what's considered a serious YouTuber.

If you have 100K subs, you stand to make anywhere between $500 - 1,500USD per month depending on your monthly minutes watched total via the YouTube partner program.

In the examples below, I want to make a distinction between the terms "digital nomads" and "travel vloggers". These are generalizations meant to help you understand the concepts I'm about to share, so take them with a grain of salt.

Digital Nomads

When I talk about digital nomads, I'm referring to individuals who are primarily focused on living a location-independent lifestyle.

They are doing this through things like Amazon FBA, dropshipping, running their own business and etc. On the side, they may have dabbled in blogging, podcasting, and some video. In short, they started out creating content on other platforms before transitioning to video.

Notable digital nomads include Johnny FD, Natalie Sisson, Sean Ogle, and Cody McKibben.

Travel Vloggers

Travel vloggers are individuals who are more focused on the travel experience. They set out from the beginning to document their adventures through video content. As a result, they understand how to create viral video content and know their stuff.

Think of channels like Lost LeBlanc, Hopscotch the Globe, Hey Nadine, and Migrationology. They are powerhouses and have over 100,000 subs on YouTube and growing.

Digital Nomad Video Creators and Their Struggles with Video

Now, take digital nomad powerhouses like Johnny FD, for example, who gets 150,000

monthly visitors to his blog. His YouTube subscriber count is less than 10,000. Looking at his engagement statistics, his views per average video are in the hundreds count. That's a very low engagement to subscriber ratio.

Pay attention to the subscriber count and the views per video (YouTube: Johnny FD)

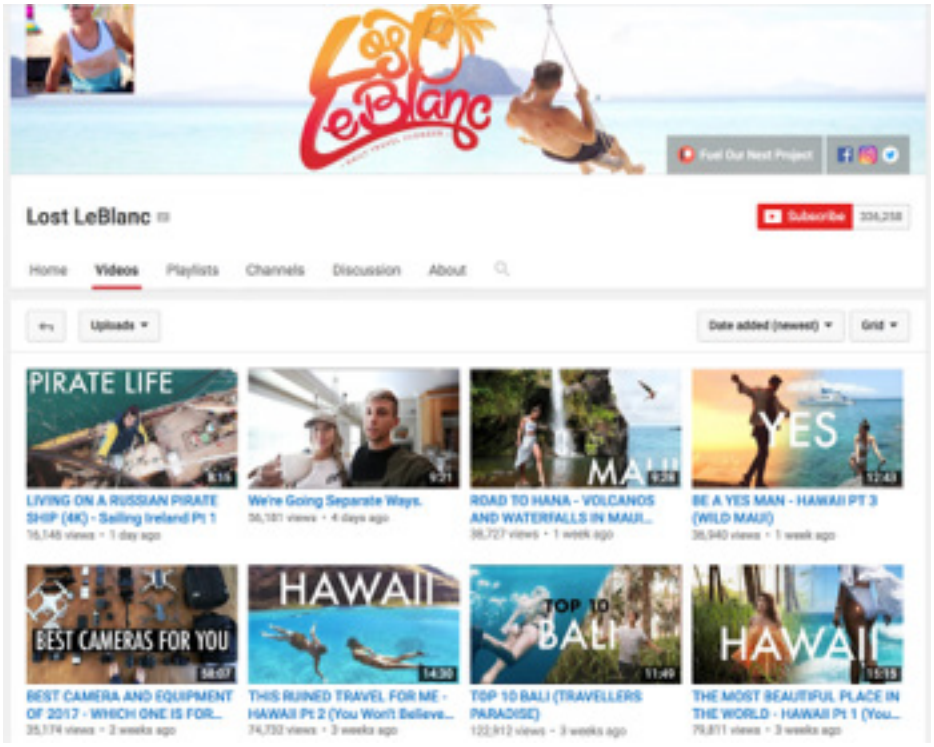
This trend is consistent when you look at other big players in the digital nomad space. Both Natalie Sisson from Suitcase Entrepreneur and Cody McKibben from Thrilling Heroics also have less than 10,000 subscribers and similarly low engagement statistics.

However, not all digital nomads are doing poorly in the video space. My friends Riley Bennett from Livin That Life and my buddy Chris the Freelancer have grown their YouTube channels to 17,000 and 32,000 respectively in the past year or two.

They represent a new generation of twenty-something digital nomads who are starting out as YouTubers and who are much more in-tune with video content.

With that being said, they still have much room to grow to get to the level of travel vloggers like Lost LeBlanc, who has grown his channel to 200,000 in the same amount of

time.


LeBlanc
Lost LeBlanc
Home
Videos
Playlists
Channels
Discussion
About
PIRATE LIFE
LIVING ON A RUSSIAN PIRATE SHIP (4K) - Sailing Ireland Pt 1
We're Going Separate Ways.
ROAD TO HANA - VOLCANOS AND WATERFALLS IN MAUI...
YES
BE A YES MAN - HAWAII PT 3 (WILD MAUI)
BEST CAMERAS FOR YOU
BEST CAMERA AND EQUIPMENT OF 2017 - WHICH ONE IS FOR...
HAWAII
THIS RUINED TRAVEL FOR ME - HAWAII Pt 2 (You Won't Believe...
TOP 10
TOP 10 BALI (TRAVELLERS PARADISE)
HAWAII
THE MOST BEAUTIFUL PLACE IN THE WORLD - HAWAII Pt 1 (You...

Lost LeBlanc has more engagement from his subscribers (YouTube: Lost LeBlanc)

So where are digital nomad vloggers going wrong?

Why Travel Vloggers Outperform Digital Nomads When It Comes To Video

The short answer is because most digital nomads don't understand how to create viral content.

Many of them start out as bloggers and they see video as a way to repurpose their existing content. This is a fundamental mistake that you see with people in other professional fields, namely digital marketing.

People assume that they can repackage their content the same way they did it from text to audio or vice-versa. But this is wrong.

First of all, there are a bunch of best-practices when it comes to recording, editing, and

publishing video. These things, I won't get into because you can find that online easily.

Most people fail to even get past this first step. Don't let that be you. You can learn all of these things on YouTube's Creator Academy.

The second thing is that there is a psychology behind viral videos, and they are the 8 Traits of Virality.

I learned these concepts from fellow YouTubers Jesse and Kong from Simple Pickup, who now run an agency called Jumpcut. They've helped tons of other YouTubers go viral and have broken this down into a science.

They were recently part of the Y Combinator accelerator program and have a Viral Academy online course, that I have taken and highly recommend as the #1 course for creating viral video content.

THE 8 TRAITS OF VIRALITY

Through their years of experience creating viral YouTube videos, they've identified 8 core traits that make videos more likely to go viral. Every viral video you see will incorporate one or more of these traits. And here they are:

1) Tell a Story

Humans are drawn to stories. Stories allow you to connect with people on an emotional level in a genuine and meaningful way.

- Denver Official Guilty Dog Video | foodplot
- Fast Food Lasagna | Epic Meal Time

2) Challenge or Confirm Assumptions

When people hear that they're right or wrong about something - they react. Be polarizing, don't try to appease the masses.

- Is Your Red The Same as My Red? | Vsauce
- If Disney Princes Were Real | BuzzFeedVideo

3) Inspire People to Take Action

These types of content emotionally impacts the viewer and compels them to share it with others.

- A Pep Talk from Kid President to You | SoulPancake
- 10 Hours of Walking in NYC as a Woman | Rob Bliss Creative

4) Have Unexpected Twists

This is often the most memorable part of great content.

- NERDY UBER DRIVER SURPRISES PASSENGERS WITH SECRET TALENT

5) Make People Laugh

You see this a lot with Vines (RIP lol) and Facebook Videos these days.

- DAMN DANIEL | Hi Humor
- Dave After Dentist | booba1234

6) Have an Underdog Story

People love to root for the underdog and unexpected heroes.

- Nerd Picks Up a Girl by Rapping

7) Have a Fresh Point of View - Even About Common Things

You can always find a way to introduce a topic in a totally new way. Some of the most creative videos do just that.

- How to put on your face | Anna Akana
- history of japan | bill wurtz

8) Utilize Trending Topics

If you tie your content to what's currently a hot and trending topic, you have a good chance of riding the way.

- Shit Digital Nomads Say | The Remote Lifestyle
- Carpool Karaoke | The Late Late Show with James Corden

Now that we've gone over the different traits of virality, I want to walk you through two case studies in which I've used these concepts to create viral content.

CASE STUDY #1: HOW I WENT VIRAL IN THE DIGITAL NOMAD COMMUNITY

I quit my high-paying consulting job in February 2015 to become a digital nomad.

At the same time, I started a blog called The Remote Lifestyle to document my transition from a working a corporate nine-to-five to working remotely and traveling around the world. My goal with the website was to help others do the same.

For two years, I experimented with different types of content. I started with blogging, then started my podcast, The Remote Podcast, where I recorded interviews with successful digital nomads.

I wasn't getting the traction or eyeballs I was looking for, so I decided to take a stab at creating viral video content.

This was a real process of trial and error. My first videos were information-packed videos on transitioning to a digital nomadic lifestyle. I was really proud of the information I put in, but the videos hardly got any views.

Example: [How to Become a Digital Nomad (Roadmap)]

As I started working remotely and traveling, I moved onto creating travel vlogs. This was a huge challenge because you can't script it like you do with informational videos. I learned a lot about filming techniques and being on-camera, so it was a great lesson.

I experimented with creating travel guide style vlogs and day-in-the-life ones, but both led to disappointing statistics.

Then, I started experimenting with comedy and infotainment in my content. I brainstormed ways I could share the lessons I learned in Chiang Mai, Thailand and combine it with humor.

If I could showcase these lessons in a unique what, I felt that I could incorporate the following viral traits:

•Challenge assumptions
• Tell a story
• Fresh point of view
• Make people laugh

WEIRD SHIT & LIFE LESSONS
IN CHIANG MAI
The Remote Lifestyle
NEW VIDEO: Weird Shit & Life Lessons: Newbie in Chiang Mai | Digital Nomad Confessions #1
I spent the last month in Chiang Mai, Thailand, the digital nomad capital of the world. It was an interesting time...
So I wanted to share with you some weird shit and life lessons I learned over the past twenty-eight days (February's weird, you know?)
This is a new style of vlog with the working title "Digital Nomad Confessions". Let me know what you think, what you liked or didn't like and leave your thoughts in the comments section below!
Like
Comment
Share
Example: Weird Shit & Life Lessons: Chiang Mai | Digital Nomad Confessions #1

The video was funny and well-received, however, I only got 1,500 views on Facebook. Something was missing and that X factor was preventing people from just sharing it without a second thought.

Despite the failure, I felt that I was moving in the right direction and so I decided to move onto other ideas. After that video, I put a lot more time and effort into researching and brainstorming different concepts. While doing research, I came across the following videos:

- Shit Girlfriends Say | Kelsey Darragh
- Shit Black Girls Say | billysorrells

I realized that I could create a similar piece of content for the digital nomad space. From what I saw, no one has ever created comedic content just for digital nomads, and I felt that there was a strong chance it would go viral in the community.

To test my idea, I made a post in the Chiang Mai Digital Nomads letting people know that I was creating a video titled “Shit Digital Nomads Say”. Not only that, I asked people

for recommendations on common phrases that they hear.

February 2017
Victor Kung
February 9
Hey DNs - I'm making a video called Sh*t Digital Nomads Say (Chiang Mai Edition), and I'd love to get your thoughts on what I should include.
If you have any suggestions please put them in the comments below.
To give you some context, I'm a YouTuber / vlogger who's goal is to make entertaining and relevant content for Digital Nomads.
I'm not here to self-promote, so no links in this post, just trying crowdsource information
Joshua Martin, Adrian Ingram and 33 others
83 Comments
Like
Comment
View previous comments
4 of 83
Marc Eisler Hi guys, I just arrived in Chiang Mai. I would like to introduce myself. I am a 21 year old Life coach.....
Like · Reply · 15 · February 10 at 2:33am
Veg Nik with 21 years of experience!
Like · Reply · 1 · February 10 at 2:54pm
Write a reply...
Nick Nerov Sangdee tonight?
Like · Reply · February 10 at 3:10am
Jared Mitchell Best thread I've seen for two years! Thanks Victor
Like · Reply · February 10 at 7:42am · Edited
Rob Edwards "Does anyone have experience flying within Thailand with a squirrel?"
Like · Reply · 8 · February 10 at 10:38am
Write a comment...

To my surprise, the reaction was overwhelmingly positive, which is a rarity in the digital nomad space.

Over a hundred people liked and commented on the post. This led me to believe that I was onto something. In the next week, I brainstormed the video script, screenplay, and on my last day in Chiang Mai, I went ahead and filmed the entire video in under 2 hours.

Before releasing the video, I did the following, to prepare ahead of launch:

• Got feedback from 5 people on the video before editing the final version
• Created a list of digital nomad affiliated Facebook groups and websites I could share the video on

• Reached out to the admins of Facebook groups: Digital Nomads Around the World (40,000+ members) and the Chiang Mai Digital Nomads group (25,000+ members) to get permission to share the video

I remember releasing the video during an evening when I was in Taipei, Taiwan. To my surprise, by the time I got up, I had over 17,000 views on Facebook with tons of comments and shares.

SH*T DIGITAL
Digital Nomads Around the World
I just quit my job to become a digital nomad! Any recommendations
@RemoteLifestyle
NOMADS SAY
-3:23
24,146 Views
Like
Comment
Share
189
Chronological
78 shares
View previous comments
10 of 50
Victor Demin Jaume Tarradas Llort Nitai Anidjar
xddd
See Translation
Like · Reply · Message · March 14 at 9:05am
Channing J Harris Andrew Rickey Raven This is the guy who put me on the digital nomad lifestyle. He's cool asf. Shoutout to Victor Kung
Like · Reply · Message · 1 · March 14 at 10:19am
1 Reply
Write a comment...

It was my first viral video ever.

However, I quickly learned that my audience was simply too small for the type of content I was creating. I knew my niche and my target audience (digital nomads) really well. vBut a video like this couldn't resonate with the wider population, which is why it didn't reach a wider audience.

To recap, my video had all the traits of virality, which made it go viral within the digital nomad community. Unfortunately, it didn't have a wide enough audience. So that's definitely something to think about too when creating content.

CASE STUDY #2: 200K FACEBOOK LIKES & 50K YOUTUBE SUBS IN LESS THAN A WEEK FROM ONE VIDEO

Ollie B is a good friend of mine and a musician based in Las Vegas. Over the past year, we worked with Ollie to develop viral content that would:

1. Go viral and get him noticed
2. Showcase his musical talents

We went with a two-pronged strategy:

1. Create a viral video that gets shared like crazy on Facebook
2. Funnel his Facebook viewers to subscribe to his YouTube channel

Ollie found a video by Dylan Montayne called Uber driver raps for car full of babes:

As you can see, it did really well with over 6 million views. The video exhibited the following traits of virality:

• **Challenging people's assumptions** - Uber drivers usually aren't rappers and definitely don't rap for their passengers
• **Make people laugh** - you can't help but smile and laugh to this video. Who wouldn't want an Uber driver like this?

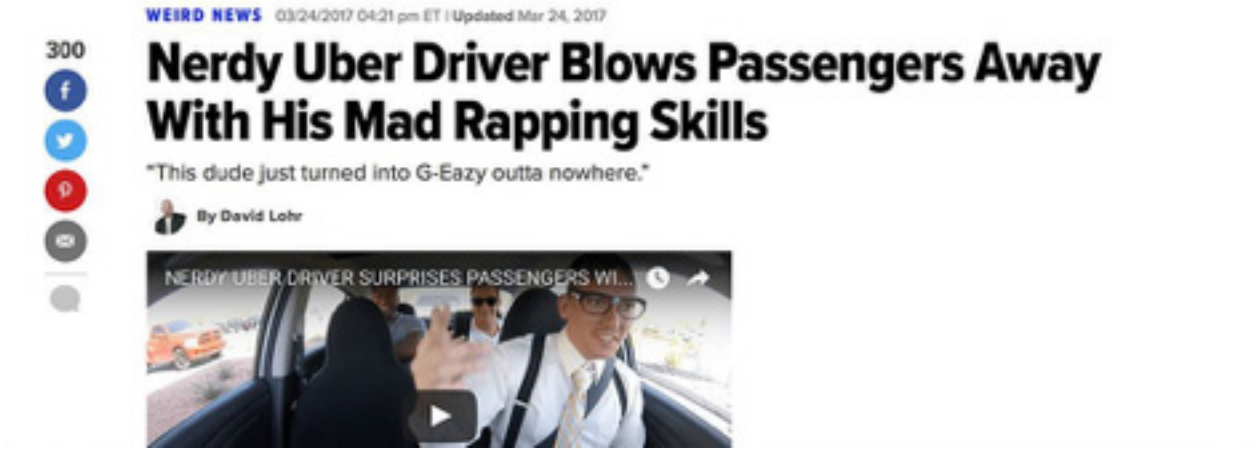
• **Have a fresh point of view** - we've all seen freestyle videos in the past, but this is a creative twist.

With this obviously being a viral video, we decided to adopt the concept and take it further. What if we made it a nerdy uber driver instead?

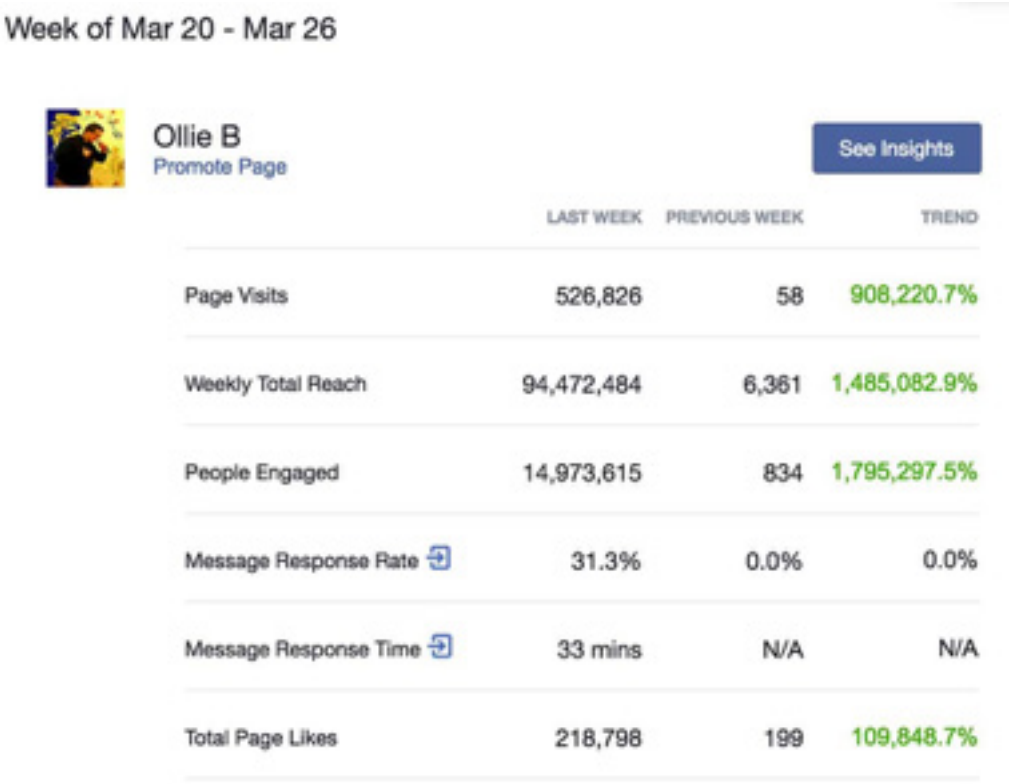
This would add the following viral traits to the video:

•**Have unexpected twists** - people won't expect that a nerdy Uber driver can bust rhymes
• **Have an underdog story** - people want to root for the cool nerd
• **Utilize trending topic** - this video can ride off Dylan's video

And so Ollie's video "NERDY UBER DRIVER SURPRISES PASSENGERS WITH SECRET TALENT," went viral, amassing 40 million views in one week and was featured in Huffington Post, UniLad, Daily Star, 9GAG and other publications.


300
WEIRD NEWS 03/24/2017 04:21 pm ET | Updated Mar 24, 2017
Nerdy Uber Driver Blows Passengers Away With His Mad Rapping Skills
"This dude just turned into G-Eazy outta nowhere."
By David Lohr
NERDY UBER DRIVER SURPRISES PASSENGERS WI...

Within a week, his Facebook page grew from 199 likes to 218,798 (that's 109,848.7%). His YouTube subscriber count grew from a couple thousand to over 15,000. At this point in time, Ollie B has grown to 450,000 Facebook Likes and 100,000+ YouTube subscribers.



LESSONS LEARNED FROM BOTH CASE STUDIES: CREATING CONTENT FOR A WIDER AUDIENCE

The big difference between this case study and the previous one is that music is universal. The audience for this video was literally anyone on the planet who spoke some degree of English.

This meant that if the video went viral, it had much more room to grow. This is not to say you are screwed if you are in a specific niche. You just have to find a way to make your content appeal to a larger audience as well.

A great example of this is my friends at Riffshop. The two founders Harshyt and David are both metal music enthusiasts. But they found trouble attracting a wide audience because the metal music fan base wasn't very large. After experimenting with a lot of video concepts, they created a series called "___ Explained Using Heavy Metal"

Even though heavy metal is a very specific niche, they were able to make it appeal to

the masses by incorporating it with everyday topics. This exploded the growth of their channel and helped them reach a wider audience.

DRIVING STICK SHIFT
EXPLAINED USING
DEATH METAL
-2:48
RiffShop
about 3 months ago
How To Drive Stick Shift (Explained using DEATH METAL)
"You Ain't Fuckin' Metal Till You Got A Clutch Pedal" T-Shirts: http://bit.ly/2MetalAFShirts (AVAILABLE FOR ONE WEEK ONLY)
Tag Your Friends That Stall Everytime! XD
Ever wondered how to drive manual transmission? Well we go deep into it with the help of some blast beats and breakdowns!
To use this video in a commercial player or in broadcasts, please email licensing@storyful.com
6,264,537 Views
Like
Comment
Share
You and 43K others
Chronological
Write a comment...

Here's a link to their video "How to Drive Stick Shift" (Explained Using Death Metal) that got over 6 millions views.

CONCLUSION: YOU CAN CHANGE LIVES WITH YOUR CONTENT

The moral of the story is that video is the #1 content medium for going viral. Videos have the capacity to change lives. Not just for you, but for the people interacting with your content.

Through my brief stint as a digital nomad YouTuber, to overseeing Ollie B's channel growth, I've read numerous comments about how the content we've created has impacted our viewers.

From aspiring digital nomads who have finally mustered the courage to quit their jobs to pursue the life of their dreams, to a single-mother who finds joy in listening to Ollie's music alongside her children, the content you create has the potential to affect others in ways you will have never imagined.

If I can leave you with any piece of advice, it's that creating content and releasing it to the world is not about you. And it should never be about you. It's about the people who you want to serve. The people who can get insane amounts of value from your content. Content that can alleviate their problems and pain points.

All these theories and best-practices are just that: prescriptions that most people willingly follow.

When people say that content is king, they truly mean it. The quality of your content and your intentions speak volumes more than going through a checklist to make sure your video is YouTube search-optimized.

I hope you've taken away a lot from this chapter, and that you enjoy the rest of Danny's book. I'm sure you'll find tons of information that you can use to amplify your positive impact in the world..

Feel free to learn more about me at www.victorkung.me or shoot me an email at victor@tandemdesigns.co. I wish you all the best and thank you for taking time to read this.

Hack Time: Cultivate a Godlike Aura of Efficiency and Speed

My friend, there is one resource that is more valuable than all of the gold, diamond, and jewels in the world. It has contributed to the rise and fall of every major empire around the globe, and is the source of every fortune.

Hacking this one thing is more valuable than all of the other growth hacks contained within this book.

If you take nothing else, adopt and implement what you learn in this chapter. It WILL make a difference.

The resource which I speak, of course, is time.

This chapter is sort of a bonus that I wanted to include as an extra "treat" for you. The goal is to teach you ways to "hack" time to make it your ally. Others, looking in from the outside, will not be able to understand the secret to how you are able to accomplish so much so quickly.

The most brilliant entrepreneurs and marketers I've been privileged to know have not been just smart or innately talented people. They have also mastered the secrets of how to manage their time; are disciplined about their routines; and maintain devotion to mastering their craft.

They don't rest on their laurels and are their own best motivators. In short, they HUSTLE.

Now, I want to give you a heads-up: **this will probably be the single greatest outline of habits that contribute to peak productivity that you will ever read, from any source.**

The reason is that I've drawn references and performed research using a variety of sources across a wide spectrum of disciplines, and integrated and experimented with their use, over many years.

From NLP to willpower to cybernetics to medical research and brain science to the arts, I've collected wisdom from a variety of sources. And it's all here, laid out, in this chapter.

This is going to be fun.

MANAGING ENERGY, NOT TIME IS THE KEY TO PEAK PRODUCTIVITY

Conventional productivity systems fail because they stress the importance of managing time while ignoring energy, motivation, attention, willpower, and adherence.

The reason for this shortcoming is that western thinking prefers to study variables that are easily measured in units (such as minutes and hours), while ignoring other holistic factors that are more difficult to track and scientifically prove.

My system takes a different approach: I believe that managing energy (and by

extension — attention, focus, and willpower), is the key to hacking time and unleashing productivity.

I was introduced to this concept through the work of Tony Schwartz, founder of the Energy Institute and author of "The Power of Full Engagement." The discovery of this idea has dramatically changed how I approach my work and my life.

The school of thought I've developed for peak productivity and hacking time initially begun with this idea. I took Schwartz's revelation and expanded upon it a great deal through my own personal experiments.

And I've divided everything I've learnt into two frameworks for hacking time.

As I performed research for my book "Hack Sleep," I studied countless medical research articles describing the function of the sleep and wakefulness centers of the brain and the exogenous cues that trigger or hinder the function of each.

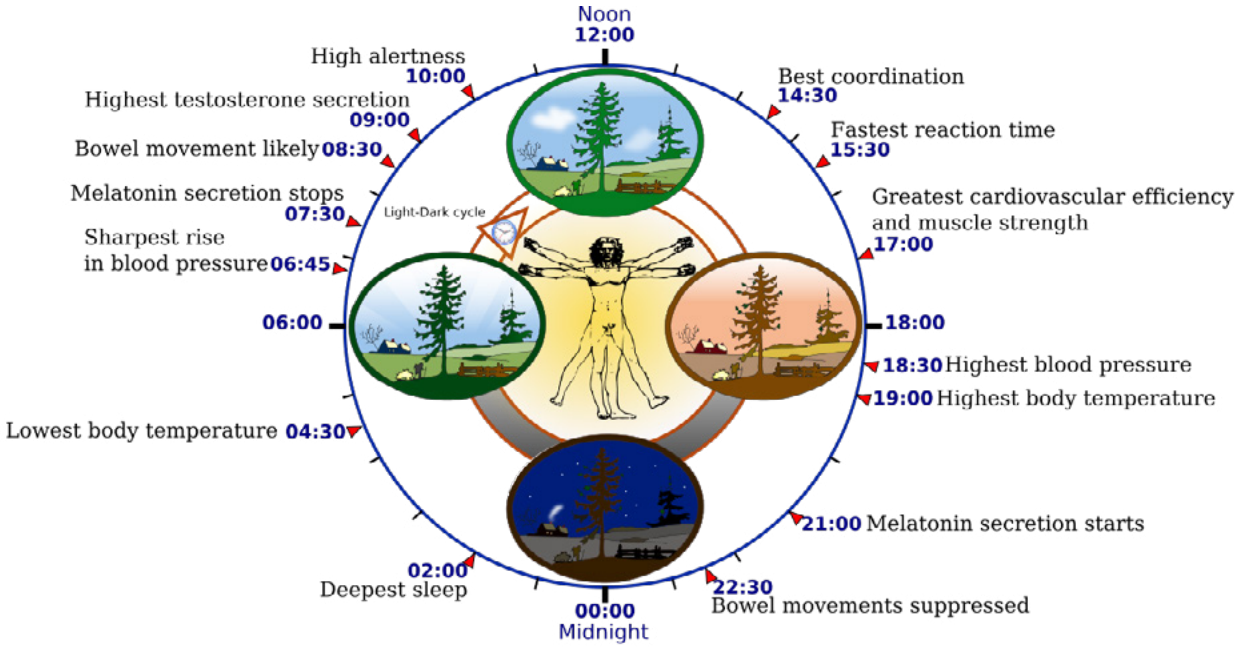
Many people who write about productivity advocate things such as "harnessing the hour of power" (when attention and focus is at its peak), or trying the "pomodoro method" or some other such form of scheduling which incorporates periods of intense activity followed by rest.

While these make sense in theory, no one is actually able to scientifically prove what it actually is that regulates these cycles.

No one is digging beneath the veneer and catchy "hacks" to provide a roadmap of what, why, or how we have periods of intense productivity — and how to schedule our time accordingly.

Fortunately, we have such a map. It's called the "circadian rhythm." Understand how this works, and you will win big.

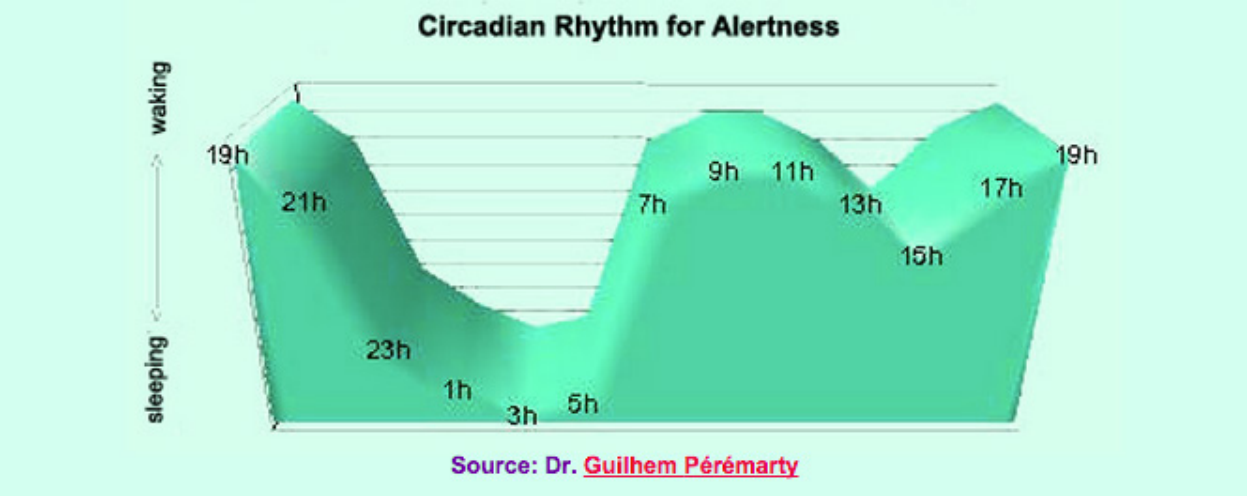
Knowing how this cycle of renewing and expending energy operates is key to unleashing creative energy. And once you understand it, you'll gain an unfair advantage.



The circadian rhythm or circadian clock is a 24-hour cycle that regulates the most important functions that our bodies perform each day: our metabolism, immune system, cardiovascular system, reproductive system, and much more. It also affects our mood, health, and energy in all kinds of ways that most of us don't realize.

The circadian rhythm is regulated by the cycle of light and dark. When light enters our eyes, certain functions begin. When we are exposed to light at nighttime, certain important functions are blocked and become more difficult to perform (such as sleep).

I came to understand this cycle intimately when I performed research for my book "Hack Sleep."



From it I know:

• Levels of alertness peak in the mid-morning, at around 10:00am. This is also when our willpower is at its highest and the best time to "swallow the frog" and work on our highest-level tasks (such as writing and creative work).
• Exposure to light (especially direct sunlight) is extremely important to create serotonin in the brain, improving energy, mood, and sleeping habits. It is equally important to block out all exposure to light after sunset — use candles or dim lights in the home, and consider wearing light-dimming eyewear in the evenings if you live in a big city.
• Body temperature dips to its lowest daily point at 3:00pm, making early afternoons the most difficult time to work and the best time to nap.
• Two tablespoons of coconut oil can increase body temperature, unleashing greater levels of alertness, focus, and productivity. Cardiovascular exercise also increases body temperature.
• Eating pineapple in the evenings boosts melatonin production by 266%, improving sleep efficiency and quality.

Knowing how the circadian rhythm works, in my opinion, is a crucial edge for any creator. You can get your most important work done before others even finish their morning e-mail review.

You can also parlay this knowledge into even more competitive advantages, such as polyphasic sleep. I followed a polyphasic schedule for three months last year and my productivity shot through the roof.

During that time, I slept for four hours each night and took two 25 minute naps during the day, gaining an extra three hours, and keeping energy levels high throughout the day.

I don't follow a polyphasic sleep schedule these days. But I do nap at the appropriate times, and I know when to capitalize on my most productive times and how to relax during the least productive periods. The circadian rhythm provides a model which makes my entire life easy and stress-free.

Further, I categories my work into three different tiers depending on my levels of energy

and willpower:

Level 1: Hard, intensive tasks such as as writing, programming, creative work, writing strong pitches, copywriting, creating campaigns, and so on.

Level 2: Moderate tasks such as returning messages, email, editing podcasts, directing my team, and preparing content (such as adding images and links to blog posts)

Level 3: Usually mundane tasks that require little more than a click and a pulse. Examples include replying to comments on social media, sharing posts to Facebook or Instagram, non high-priority email, automated work, and so on.

The ability to match the right type of work to the peaks and troughs in the circadian cycle is a force multiplier because you'll be able to complete the most difficult jobs easily and save yourself from wasting time working on mundane activities at the wrong time.

Also — if it's the end of the day and I'm tired, rather than start a hard task I'll sometimes create an outline and notes so that I can start work on it tomorrow.

This helps make the difficult work easier to begin and complete and also starts our subconscious mind down the path we want well in advance.

Habit Gravity and Escape Velocity

Habit Gravity and Escape Velocity are two of my favorite metaphors which explain why we have so much trouble meeting our internal resistance.

They also show us the tremendous opportunity available to us once we understand these concepts and how to use this understanding to our advantage.

"Escape velocity" is a term borrowed from physics. It refers to the speed needed to "break free" from the gravitational attraction of a massive body (such as the earth), without further propulsion. Think of a rocket ship as it takes off. A rocket requires massive propulsion and an enormous expenditure of energy to achieve escape velocity.

90% of the inertia encountered during takeoff occurs as the rocket breaks the gravity barrier. Once it has broken free, the forward flight of the rocket becomes almost effortless.

Our own internal resistance behaves in much a similar way. Whenever we perform something new, or a novel practice (as outlined in the Cynefin framework) our brain doesn't want to go along with it.

Our mind puts up a barrier. We're programmed to resist change, especially if its uncomfortable. The first step to overcoming this phenomenon is to identify it for what it is: escape velocity. It's just the natural instinct of our internal wiring, and nothing more.

Fortunately, there are a number of ways to meet and overcome this internal resistance, and once you know these techniques, it becomes easier and easier.

Once we achieve escape velocity — and achieve a strong forward momentum, our efforts become more and more effortless. This is the same as when a rocket begins to defy gravity.

As we achieve more and more momentum — another force begins to pull us upward, which I call **"habit gravity."** As we become more consistent and diligent, what was once hard and painful becomes easier and easier.

This applies to everything. Any worthy endeavour — especially the ones that force us to grow outside of our comfort zone — follow a similar process.

If you need to start something but it's difficult at first, stick with it. With time and effort you'll overcome your own inertia. Before long, repeating the same process successfully becomes almost effortless.

You can also use a number of the hacks detailed in this chapter to truly master your mind and not become a slave to its tendencies.

"Mind your mind; guard it resolutely. Since it is the mind that confuses the mind, don't let your mind give in to your mind."

- Suzuki Shosan

Onward and upward.

HOW TO SPEED READ — TRAINING WHEELS FOR THE MIND

A great practice for harnessing our minds to go in the direction we want is through speed reading.

When I asked my friend Tom Morkes to contribute a chapter for this very book joint ventures — he sent me a copy of his 360 page book, "Collaborate," and asked me to make it easy for him by sending him questions.

Normally this would have been a huge headache and much bigger task than it needed to be. But thanks to the techniques I'm about to share with you, I sped read through his entire book on a single Sunday morning and afternoon. As it was a Sunday, I was going at a comfortable pace.

Before I get into the steps, I think that the way we are accustomed to read — by starting our way at the beginning and laboring through one page and one line at a time — is horribly inefficient.

Whenever I've tried to read books this way I've always found that my attention will wander onto anything and everything besides whatever is I sat to read about.

If I command my brain to perform a task, and it isn't ready, it naturally rebels.

So to make this work is rather simple. We have to follow the same standard practice of initiating momentum, and starting our minds down the path we want to take it.

Note that this process is mainly for discovering and processing information from nonfiction books (not literature), and this practice can apply to other resources as well, such as articles and blogs, to dramatically improve the speed at which you discover and retain the information that you need.

My speed reading technique is based upon the same principle that I use to do almost everything: in order to wrap my head around the subject matter, I want to perform a "vulcan mind meld" with the author. I want to tickle different corners of my mind with various ideas related to the topic and go deep on the subject matter. I want to become consumed by it. And to do so in a deliberate, efficient manner.

How to speed read books and blogs

1. Always start with "why." You should have a specific thing you wish to discover before you begin, or a problem that you want to solve. This is a specific goal, and having a specific goal makes accomplishing a task simple: we did it or we didn't. Reading books or listening to podcasts or reading articles on the internet just for the sake of it is not an efficient use of our time.

2. Perform a Vulcan mind meld. Start with the outline, browse table of contents, carefully reading each chapter title and any bullets or subheaders. Invariably some chapters will stand out and "hook" you more than others. By simply skipping the chapters you aren't interested in or merely quickly scanning them (in the next step), half of your work is done already.

3. It's time to jump into the content — with a caveat. First, decide whether to start at the beginning of the book or skipping ahead to only the chapters that interest you.

Instead of reading the content the normal way, quickly scan through each page.
Pay extra attention to headers, images, diagrams, bold lettering, bullets, and other noteworthy sections of the text that stand out.

These provide important information quickly in bite-sized chunks, allowing us to understand the gist of the content without having to labor through every line.

You can easily get through each chapter in a few short minutes, and this exercise "jogs" your mind so that you're literally "on the same page." You clearly understand the central theme of each chapter and the most important message it conveys.

If you need to, go back to the beginning of the chapter and perform a quick scan of the

actual “regular” text this time. Try to dig deeper with the intent of finding the answers to the questions you have.

At this stage, I’ll often skip or just briefly browse sections which feature stories and case studies and only read the part where it gets to the point. The details don’t always matter. I also find it faster to keep my eyes focused on the center of each paragraph and skip over glancing at the first and last words of each line. This frees up my eyes to move vertically rather than from side to side, saving time.

When you find something that’s really valuable and relevant to what you hope to learn, you may need to read it two or three times to fully absorb it. If applicable, you may want to act on the information then and there.

In any case, when you find something good, highlight the information or take notes. You may want to record the page number of certain concepts that you’ll like to reference later.

Since we retain 90% of what we teach, I always like to borrow the best takeaways I find and share them — either by passing along some information to friends and creating a discussion, creating a post to share to Reddit or to a Facebook group, or including it within a blog post.

The information must be acted upon in some way in order to be retained — so sharing it immediately afterwards in some form of content is highly desirable. This also reinforces your identity and promotes the reputation or brand that you wish to create.

When you take the best tactics from marketing books and share them (with credit) in influential marketing groups, or with your clients, people will soon come to see you as an expert.

Whenever I want to create some kind of content or give a speech, I always prefer the subject matter to be on some topic that I actually want to learn. Something that I don’t know very well; a topic that I’m not quite a full-fledged expert on.

A perfect example of this was when I wrote my book, “Hack Sleep.” I was a longtime

insomniac when I begun writing the book, but through the process of writing, I came to know everything there was to know about the subject.

If you really want to master an area, don't simply read a book, write a book about it :) This forces you to take an entirely different approach and truly commit to mastery by tying your identity and the actions you take to follow through with your area of focus.

Instead of dipping a toe in this compels you to dive headfirst into the pool, where you may be surprised by how empty it is. Pretty soon everyone will be looking to you as the expert.

Which destination would you like to visit today?

Beyond the practical benefits it provides, speed reading is a useful exercise that allows us to develop greater levels of cognitive control.

Observe your thoughts from afar. Thoughts emerge, disappear, and reemerge all of the time. When you observe a thought, you have the option to embrace or discard it.

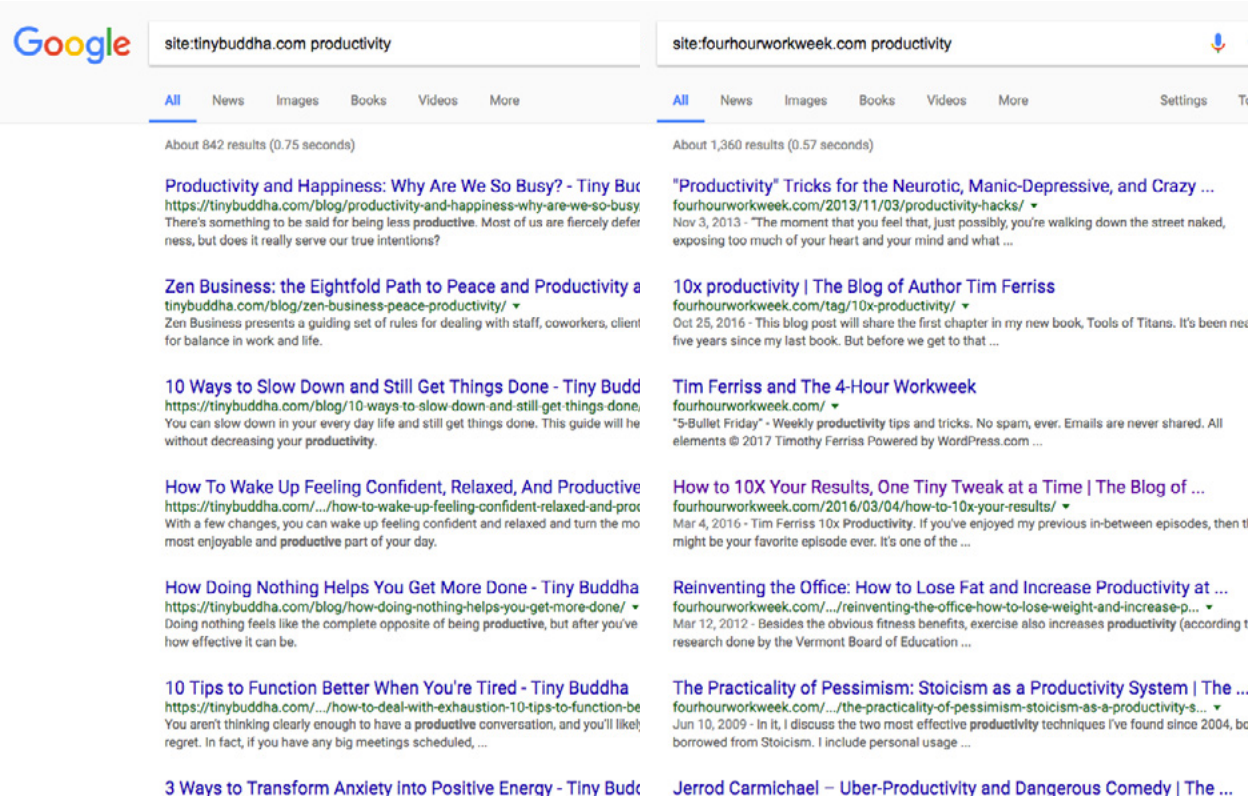
Since we understand that the mind moves in lateral directions, think of them like trains. One simple thought leads down a rabbithole to a succession of accompanying ones, so ask yourself: "Is that a destination I want to visit?"

Bonus: the process that we apply to speed reading works in other areas too. For instance if you wanted to write a post about productivity, you begin with the end goal in mind and can use search modifiers to find results in Google and quickly scan posts and descriptions to find the references that you are looking for.

Finding results quickly can save us a great deal of time in the digital world, with all of its information and distractions (Google has indexed over 130 trillion web pages on the internet as of December 2016, according to SearchEngineLand.com).

Example: I can quickly use Google's index much like a table of contents on any given website by using the search modifier such as "site:tinybuddha.com productivity." Through this simple practice, we can collect a variety of references from multiple

perspectives and create better content more quickly.


Google
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Productivity and Happiness: Why Are We So Busy? - Tiny Buc
https://tinybuddha.com/blog/productivity-and-happiness-why-are-we-so-busy
There's something to be said for being less productive. Most of us are fiercely defer
ness, but does it really serve our true intentions?
Zen Business: the Eightfold Path to Peace and Productivity a
tinybuddha.com/blog/zen-business-peace-productivity/
Zen Business presents a guiding set of rules for dealing with staff, coworkers, client
for balance in work and life.
10 Ways to Slow Down and Still Get Things Done - Tiny Budd
https://tinybuddha.com/blog/10-ways-to-slow-down-and-still-get-things-done
You can slow down in your every day life and still get things done. This guide will he
without decreasing your productivity.
How To Wake Up Feeling Confident, Relaxed, And Productive
https://tinybuddha.com/.../how-to-wake-up-feeling-confident-relaxed-and-proc
With a few changes, you can wake up feeling confident and relaxed and turn the mo
most enjoyable and productive part of your day.
How Doing Nothing Helps You Get More Done - Tiny Buddha
https://tinybuddha.com/blog/how-doing-nothing-helps-you-get-more-done/
Doing nothing feels like the complete opposite of being productive, but after you've
how effective it can be.
10 Tips to Function Better When You're Tired - Tiny Buddha
https://tinybuddha.com/.../how-to-deal-with-exhaustion-10-tips-to-function-be
You aren't thinking clearly enough to have a productive conversation, and you'll likel
regret. In fact, if you have any big meetings scheduled, ...
3 Ways to Transform Anxiety into Positive Energy - Tiny Budd
site:fourhourworkweek.com productivity
All News Images Books Videos More Settings
About 1,360 results (0.57 seconds)
"Productivity" Tricks for the Neurotic, Manic-Depressive, and Crazy ...
fourhourworkweek.com/2013/11/03/productivity-hacks/
Nov 3, 2013 - "The moment that you feel that, just possibly, you're walking down the street naked,
exposing too much of your heart and your mind and what ...
10x productivity | The Blog of Author Tim Ferriss
fourhourworkweek.com/tag/10x-productivity/
Oct 25, 2016 - This blog post will share the first chapter in my new book, Tools of Titans. It's been ne
five years since my last book. But before we get to that ...
Tim Ferriss and The 4-Hour Workweek
fourhourworkweek.com/
"5-Bullet Friday" - Weekly productivity tips and tricks. No spam, ever. Emails are never shared. All
elements © 2017 Timothy Ferriss Powered by WordPress.com ...
How to 10X Your Results, One Tiny Tweak at a Time | The Blog of ...
fourhourworkweek.com/2016/03/04/how-to-10x-your-results/
Mar 4, 2016 - Tim Ferriss 10x Productivity. If you've enjoyed my previous in-between episodes, then t
might be your favorite episode ever. It's one of the ...
Reinventing the Office: How to Lose Fat and Increase Productivity at ...
fourhourworkweek.com/.../reinventing-the-office-how-to-lose-weight-and-increase-p...
Mar 12, 2012 - Besides the obvious fitness benefits, exercise also increases productivity (according t
research done by the Vermont Board of Education ...
The Practicality of Pessimism: Stoicism as a Productivity System | The ...
fourhourworkweek.com/.../the-practicality-of-pessimism-stoicism-as-a-productivity-s...
Jun 10, 2009 - In it, I discuss the two most effective productivity techniques I've found since 2004, bo
borrowed from Stoicism. I include personal usage ...
Jerrod Carmichael – Uber-Productivity and Dangerous Comedy | The ...

This personal practice is also immensely valuable for one other important reason, by using what's called "tickler files" to break escape velocity.

Tickler Files

Another way to start our mind off in the direction that we want in the direction we want is to use what's called "tickler files." This is a concept derived from psycho-cybernetics, a practice created by Maxwell Maltz in the 1960s and outlined in his book of the same name.

Cybernetics is defined as an approach to exploring regulatory systems and optimizing them by breaking down to their component parts. This discipline analyzes the structure of a system to uncover its weaknesses and explore potential strengths.

Psycho-cybernetics is a discipline created by Maltz that applies this practice to human psychology. Tony Robbins, Zig Ziglar, Brian Tracy, and many great writers and coaches in personal development have based their work on Maltz.

"Tickler Files" are gears that help get our mind turning. They could be articles, PDFs, videos, that we've saved around the subject we want to focus on that will start firing off ideas in our mind.

For example, if I'm creating a sales page, I'll write it out first and get it done in one sitting. Then I'll come to it a few days later with fresh eyes to edit and improve what I wrote and make it shine.

But I don't come up with my own ideas on how to improve my copy — it's more effective to borrow them from elsewhere. I'll consult the tickler files to wrap my head around the task at hand and also deliver an excellent result.

For example, if I turn to tickler files from great copywriting masters such as John Caples, Gary Bencivenga, Gary Halbert, John Carlton, David Ogilvy, Claude Hopkins, and others I can study them, follow their advice, and instantly come up with several different ideas for how I can improve my copy.

I'll notice when a headline is weak, and know exactly how to improve it.
I'll notice when my sales page is lacking adequate social proof, or when the copy is too timid and uninspiring, or when my claims seem too unbelievable and require more credibility. All of this because I have the work of the best copywriting experts alongside of me.

The point is that I'm borrowing the best ideas from elsewhere and not creating them out of thin air based on a hunch, my own (lack of) genius, or my own intuition. I'm following exactly what works. And it's much easier to borrow a great headline and simply change the niche it's tailored to, then to attempt to extract killer ideas from the nebula of the mind.

Which brings me to my next point…

"Good Artists Borrow, Great Artists Steal"

"Good artists borrow, great artists steal" is a famous quote attributed to Picasso.

Never start any project with a blank canvas. Always begin with templates or frameworks that start you on the path to completing your task. You can reuse your own templates, purchase them, or borrow them from other sources and make them your own.

If the hardest part of a project is starting, then it makes sense to ease the burden.

If you want to write, borrow the voice from other writers you admire. I occasionally swipe metaphors and sentences from great copywriters such as Gary Bencivenga, Claude Hopkins, and Gary Halbert, and customize them to make them my own.

Why Lazy, Dumb Programmers are the Best

In 2005, Philipp Lenssen wrote a classic post that declared that the best programmers are lazy and dumb. Only lazy programmers, he explained, will be motivated to create tools that make the workflow more efficient. Lazy programmers will also avoid the long hours writing repetitive, monotonous code, which speeds up production. They borrow code from elsewhere and build on top of it.

Second, he states that great programmers must also be dumb — not the smartest in their class — because they have to keep learning. Further, great usability is about dumbing something down for the end user, not creating interfaces which are too intelligent and complicated.

It doesn't matter where you start or how hard you work. The finished result is all that anyone cares about. The easier you make life for yourself — and your end users, the better off everyone will be.

MAKER'S SCHEDULE, MANAGER'S SCHEDULE

Now that we understand how to harness and channel our mental resources, how should we organize our schedule?

I have two frameworks that I use. The first is the concept of "managing energy, not time" as introduced earlier in this chapter. The second is that of the "maker's schedule,

manager's schedule."

In my experience, I've found that it makes far more sense to batch groups of activities together by the day or the half-day rather than scheduling everything haphazardly. This enables me to start things and see them through all the way until the end. Half-finished tasks are sometimes subjected to weeks or even months of delay, and sometimes never even become completed at all.

When I say "groups of activities" I mean that certain aspects of running my businesses require completely different parts of my brain to process and execute.

For instance, tasks such as lead generation and outreach activities to market my website are very extroverted activities. I find it very hard to suddenly stop doing that and focus on something requiring introspection and uninterrupted focus, such as writing. Marketing and lead generation requires me to be very social, talk to a lot of people, and to write a lot of short messages.

Writing killer content requires me to go deep on a subject, and wrap my head around one topic for several hours. I can't have that time interrupted by meetings or Skype calls.

Fortunately, there's a simple framework to help guide us, courtesy of Paul Graham (of Y Combinator): called the **Maker's Schedule, Manager's Schedule.**

Unfortunately, most entrepreneurs don't seem to have an understanding of the way that these two schedules are structured, so they kind of chaotically bounce around between the two. And they are always stressed all of the time, never able to get everything done, and never seem to have time for anything but work. I used to be this way.

The **maker's schedule** is suited for difficult, high-level work such as writing, programming, or designing. It's a period of single-minded focus on the task at hand, devoting as much time as you need to make it the best it can be.

You can't write a chapter of a book or complete a programming job within an hour. That's barely enough time to get started. When you're on the maker's schedule, a single meeting can ruin a half day's worth of productivity. So if you do have meetings,

calls, and emails to tend to, plan ahead of time and schedule those on the manager's schedule…

The **manager's schedule** is a more traditional way of how we consider our schedule. It's embodied by the classic appointment book, divided into one-hour intervals. For people who operate on this schedule, being productive is simply a matter of finding an open slot and booking it. Most salespeople run on this schedule.

However, a salesperson who is one-part rainmaker and one-part influencer, writer, and thought leader must understand the importance of these two schedules and structure their time accordingly.

Armed with this knowledge, I have a very simple (yet loose) hybrid schedule with certain days devoted to certain types of activities: Marketing Mondays, Writing Wednesdays, and Followup Fridays.

In general, I like to keep my schedule (and routines) rather flexible, keeping Tuesdays and Thursdays open, because that's what works for me. I'll never work for more than half a day on weekends.

In general, I've found it immensely helpful to set aside certain days for certain activities to remind me of what I need to do and when:

Marketing Mondays

Mondays are devoted to marketing activities. This is a broad umbrella category that includes anything and everything related to promoting myself, my business efforts, or establishing business contacts and connections.

This could mean scheduling my blog posts to groups and forums, or launching promotions of my books. It might mean preparing e-mails to a list of people I want to reach, creating a Facebook ads campaign, and so on.

The general best practice with these activities is to perform each manually so that you get plenty of hands-on practice until you're sure what you are doing is working. Then

semi or fully automate to 5x or 10x your efforts to a higher level.

Writing Wednesdays

Wednesdays are days when I prioritize content creation. This might include preparing a new podcast, writing a new blog post, or working on another creative project such as this book. Some activities are more challenging then others so I categorize my work into three separate tiers depending on the difficulty (more on this system later in this chapter).

Again, much like "Marketing Mondays" these are activities that I might forget to do regularly if I didn't set aside a certain day for them.

Followup Fridays

Fridays present an opportunity to reflect and see if what I've done this week is working. It's a chance to analyze the systems and processes that are running my business and look to ways that they can be improved. It's a chance to pause, reflect, and learn.

An example might mean signing up for a new app or service that can improve my Instagram engagement, or installing a plugin that will grow my mailing list. I might dedicate the day to learning, reading new blog posts that I've saved, reach out to another entrepreneur I admire to seek feedback, or listen to podcasts on a topic I'm keenly interested in.

It's also a chance to zoom out from constant daily tasks and look at my business objectively to see if my model it's working. Am I making enough sales? How might I stimulate more referrals? Are my clients content and being communicated with enough? Is there more I can be doing to increase customer happiness and retention that I'm not currently doing?

Just like marketing and writing, these Friday reviews are very important activities to the sustained success of my business that I'd likely forget or procrastinate on performing if I hadn't designated a day each week to prioritize them.

By making this my main priority each Friday, it frees me up to have time to think and to brainstorm about how I can move forward without the added pressure of needing to get 10 other things done.

Fewer Decisions, Fewer Distractions

Having certain days of the week devoted to specific activities means one less important decision I have to make. I think it's important to hoard decision-making power as much as possible.

If you hung out with me, the first thing you would notice is that I eat the same foods every day. I also dress simply, and my wardrobe fits in my backpack. This makes it easy for me to direct focus to the places where it's needed.

Great people such as Barack Obama, Mark Zuckerberg, and Steve Jobs do the same — wear the same clothes each day, and eat the same foods:

"You'll see I wear only gray or blue suits. I'm trying to pare down decisions. I don't want to make decisions about what I'm eating or wearing. Because I have too many other decisions to make." – President Obama

Each decision we have to make saps us of a little bit of our daily reservoir of willpower, so we need to hoard it and focus on the decisions that matter most.

MASTER YOUR MIND

Heuristics = The Ultimate Time Hack

Heuristics are essentially mental shortcuts that ease the cognitive load of making a decision. The fewer decisions we have to make, the more bandwidth we have for making the really important decisions.

They are also simple mental models that help explain complex things simply. Through heuristics, we solve problems we encounter more quickly and reduce the amount of stress and energy we spend on certain tasks.

A great practical example that I like to use is Logojoy (logojoy.com), which is an AI-powered logo maker. Yes, I can create logos myself (I was trained to do so at the Art Institute), but doing so involves making too many decisions about font, colors, imagery and icons, and so on. Even the task of finding a color is tremendously burdensome and not a good way to be expending my mental energy.

Fortunately, Logojoy lets you fill in some parameters about what you want (logos you like, brand name, icon keywords etc.), and spits out some finished products. Often, these logos are perfectly fine on their own. But the most important function is to give me ideas of a finished product so that I don't have to make a lot of decisions or force my mind to pull ideas out of the grey area of my own mind.

Other heuristics I've adopted in making life decisions are:

• **Err on the side of action.** If you come to a fork in the road, always take it. If someone invites you on a trip, go. You won't always be right if you act but at least you know you took the chance and have no regrets. This practice also trains you to make decisions quicker and take small steps outside of your comfort zone.

• **Try to do things that would make your friends say wow:** a simple heuristic for picking projects. According to Gino Lee, you should spend your time doing not only things that you enjoy, but things that you admire. Things that will make your friends say "wow, that's pretty cool."

If we aren't working on something that we love and admire, we'll have problems with procrastination, need to force ourselves to work, and create work that is inferior.

• **Never attribute to malice what could be attributed to carelessness.** Or: Don't assume bad intentions over neglect and misunderstanding. Known as "Hanlon's Razor," this heuristic helps to prevent misunderstanding and conflict between two parties.

• **The simplest solution is generally the best choice; and it's better to be decisive than to be correct.** Known as Occam's Razor, among competing choices or hypotheses, the one with the fewest assumptions should be selected. For example: if you hear hoofbeats, it's

more likely to assume the cause to be horses rather than zebras.

• **Minimum effective dose:** Use the minimum amount of resources necessary to achieve the result desired. Anything exceeding this is overkill.

There are of course many more heuristics you can create or incorporate into your life, and I'm sure you have many of your own. But this sample set is enough to get started!

USE METAPHOR TO SIMPLIFY COMMUNICATION

If you want to be a leader, an influencer, or a teacher… then you need to learn the power of a great metaphor.

You can use a hundred words to convey an idea or a single metaphor. I prefer the latter — it's faster and more efficient.

Metaphors also allow us to do the person we're communicating with a great service by not rambling on with our message. They keep our message brisk and engaging.

For instance, during a growth hacking speech I gave two days ago, someone asked me if I believed that automation was the future. I could have rambled on at length and lost the attention of more than half the crowd.

Instead I replied:

"One hundred years ago, people rode horses to work. So you tell me."

Pitches work the same way. When you ask most people what they do, they ramble with a vague and unfocused answer that completely loses the attention of the person who asked.

Metaphors can help. They are very powerful for creating mental images in people's minds consistently and predictably. They also delight when used in a clever and creative manner. For these reasons, metaphors work beautifully when writing pitching or writing sales copy.

A few examples might be: “peeling back the curtain and showing you,” “hold your hand,” “blowing the whistle on the industry,” “I felt like a kid in a candy shop,” “bull in a china store, smashing this industry to bits.”

Using metaphors is fun, once you develop the habit! This is my favorite technique to communicate with people and get them on the exact same page by breaking down larger concepts into bite-sized metaphors that are easy to understand.

When Steve Jobs introduced a product, he didn’t bore his audience by rambling on and on about. Instead, he exclaimed, “This is insanely great!”

A great influencer needs to be able to paint a picture that is easy to understand. He needs to dumb down complex concepts into a bite-sized manner and get his audience on the same page.

Jobs knew what he was doing.

UNLEASHING WILLPOWER

Willpower is our most sacred form of energy. Willpower is affected by many factors, such as energy, emotions, confidence level, and of course — whether you want something badly enough!

To understand the limits (and secrets) of willpower, we need only look to the world’s greatest athletes.

The Insight Race Across America (raceacrossamerica.org) has been called the hardest competition on the entire planet — a non-stop, 3,000 mile + bicycle race from California to Maryland. The event is a free-for-all, with each athlete cycling as fast as he can, for as long as he can, while sleeping as little as he can.

For years, the race was dominated by one man — a Slovenian named Jure Robic. He was like the New England Patriots of the competition, winning first place in the men’s solo five times. Every bit of Robic’s routine, diet, and resting periods were optimized to the

minutest detail by his team. His level of physical fitness was impeccable.

But these factors were simply not enough to be the best; Robic had something unique that drove him on to win.

On the road to his first victory in 2004, Robic was two-thirds of the way into the race when he thought he was finished. He had given it his all, but *he simply could not keep going.*

Then his best friend and crew mate, Milan Stanovnik, shouted at Robic to remind of his past and upbringing. As a child, Jure was beaten by his father and told that he would never amount to anything. Then he joined the Slovenian military, where he was treated like dirt by officers.

It was these hardships that drove Robic to cycling in the first place. He wanted to prove everyone that he could amount to something. He wanted to prove that he was a champion.

Just as Robic was on the verge of giving up, Stanovnik shouted, *"You show Slovenia, you show the army, you show the world what you are!"*

For the next two hours, Robic experienced a surge of energy, riding like a madman and breaking records on the way to his first world title.

There are two things we can learn from Robic's example:

1. Fatigue is an emotion. Physiologists used to believe that muscles became tired when they simply cannot keep going. In truth, we've discovered that fatigue is caused by signals from the limbic system which have nothing to do with our body's ability to perform or continue exerting energy. They are simply signals — thoughts and emotions just like any others that we experience.

The prefrontal cortex of our brain is our decision-making engine. It is more advanced than the more primitive limbic system, and is used to think, plan, and exert willpower. It can actually **override** signals of fatigue and resistance from the limbic system. In short,

it can respond to these feelings by saying “this is worth it!”

2. If your mission — the reason why you’re doing something in the first place — is strong enough, **it will override the brain’s natural urge to slow down, quit, or give up.**

If you have a desire, dream, or a resolute purpose driving you forward, it can help you tap into a vast reservoir of willpower. Your limits extend much further than you realize.

Whenever you struggle, hit a low point, or feel like you cannot continue, remember your purpose. Remember “why” you begun this journey in the first place.

Michael Jordan, considered by many as the greatest basketball player of all time, failed to make his high school basketball team. He used the experience to drive him onward and become the best the world had seen. His advice? “Use every slight to motivate you,” and stay driven.

I use both slights to motivate me but also love. There are certainly people in the past who have misjudged me, whom I want to prove wrong. But I also remember that I was fortunate enough to have a father who loved me more than words can describe.

Whenever I experience anxiety or self-doubt, such as the moment before I’m about to go on stage and deliver a talk, I remember his unconditional love and support. It gives me the boost of confidence and peace of mind that I need to shine and be my best.

It’s an interesting paradox: both positive and negative emotions, impulses, and memories can motivate us to excel. Everything depends on how we perceive these thoughts and use them to fuel our willpower.

Exogenous Hacks that Fuel Willpower

Besides emotion and desire, there are other factors and activities we can engage in that directly contribute to the amount of willpower we are able to tap into.

Glucose

The first way to “hack” willpower is through food.

When the body takes in food, it creates a chemical known as glucose that travels through the blood stream. The brain uses glucose as its source of fuel to think, create, and exert willpower.

Any food that contains calories will give your brain glucose that it can use. However, high-glycemic foods (breads, sugar, etc) cause a high spike in glucose, which provides a very short burst of energy. High glucose levels cannot be sustained, and always results in a crash.

On the other hand, low-glycemic foods provide sustained energy levels throughout the day. This includes lean proteins, nuts, eggs, yogurt, and water-rich foods such as fruits and vegetables. Go for fresh fruits instead of dried ones — which typically contain more sugar.

Meditation

It might seem cliche, and you’ve probably heard it about a thousand times. Yet anyone who has ever played the game of life at a high level understands the importance of meditation.

In life, we’re often winning at the same time that we’re losing. We could make massive progress in one area, while another part of our life is neglected.

Meditation provides a means to rise above the chaotic and consistent demands of a high pressure, high responsibility lifestyle. It helps us to stay calm in the particularly trying situations that every leader faces.

Research by the American Journal of College Health shows that just ten minutes of daily meditation can reduce stress and improve decision-making.

Usually I will try to incorporate yoga poses for an even deeper, more powerful meditation. Yoga means “union” with a deeper, more powerful, more spiritual presence — an interconnectedness with a supreme being.

It is misunderstood by most outside of India, who think of yoga merely as an exercise. However, the original yogi who brought yoga to the West, Parahamansa Yogananda, teaches that it is an ancient and venerable spiritual practice that allows us to connect a deep source of energy and creation — call it God, if you will (Yogananda even wrote a book called "The Yoga of Jesus"). This is the true power of yoga.

I read Yogananda's work "Autobiography of a Yogi" during my travels in India, where I also studied the original form of kriya yoga. From my personal experience, combining yoga (and its breathing exercises) and meditation together allows us to tap into a deep and never-ending source of divine focus and willpower.

Chunking

David Allen, author of "Getting Things Done: The Art of Stress-Free Productivity," writes that the key to achieve big things is to break them down into small chunks.

Big goals can be counterproductive. It's far more effective to have an overall vision or direction and focus our attention exclusively on daily, consistent tasks that will lead us there. Goals can become impotent and fade with time, but it's the mission that stays. The process we create, we own forever.

For this reason I never set long-term goals over a one-year or three-year period. All of my goals are realistic objectives that I should be able to complete within 1-3 months. Sure, I have bigger "dream goals" that are rather unrealistic and that I want to achieve at some point in my life.

In general though, these are all linked to an overall mission or sense of purpose, so the goals themselves are nothing more than milestones of a life fully-lived.

Sleep

Last but not least, quality sleep is perhaps the greatest cultivator of willpower of all; while lack of sleep perhaps the greatest detractor of willpower.

To master your sleep I recommend reading my book "Hack Sleep" which is available for just $2.99 on Amazon.

In general, though, here's a few tips to remember:

• Expose yourself to sunlight immediately upon waking for at least fifteen minutes to start your body clock, and at least fifteen minutes (preferably more) at mid-day. If there is no sun where you live consider investing in Philips goLite or bright light lamps. Our body clocks need to be adjusted and synchronized every single day. Also, when light passes through the retina it releases serotonin (which makes us awake), and converts to melatonin in the evenings.

• Turn off all lights in the evenings. Use candles or dim the lights as much as possible. We did not evolve to be exposed to light after sunset. On average, we sleep one hour less than our great grandparents one hundred years ago, and electronic lighting is the culprit.

• Pineapple and bananas provide a natural boost of melatonin, helping us fall asleep and stay asleep. Stay away from supplements as much as possible (the active ingredient in melatonin pills is cow urine).

• Keep away from caffeine after mid-day; the earlier you drink your coffee the better.

• Difficult activities such as intense workouts and tasks requiring extreme mental focus break down adenosine triphosphate and accumulate adenosine (the "fatigue hormone") within the brain, helping us sleep better.

• Body temperature, which affects our alertness, dips to its lowest daily point in our circadian rhythm at about 3:00pm, which is the perfect time for a 20 to 30 minute nap.

• Download "Hack Sleep" for more of the what, why, and how-to tips and hacks to help you get your best-ever sleep.

MANAGING ANXIETY AND DOUBT

"Most 'superheroes' are nothing of the sort. They're weird, neurotic creatures who do big things DESPITE lots of self-defeating habits and self-talk." – Tim Ferriss

Cultivating willpower handles one of the end of the spectrum. Anxiety, doubt, and stress rob us of willpower and destroy our ability to produce.

According to research by Harvard and the University of Texas, effective leaders have high levels of testosterone (which cultivates willpower and reduces both fear and fatigue), and low levels of cortisol. The studies also make it clear that stress inhibits the benefits of testosterone and diminishes willpower.

But very few of us have the option to become yogis and move to the mountains of India, away from the stresses and pressure of the world. The greater our ambition, the greater the challenges and trying situations we'll face.

Wouldn't it be great, though, if all of the circumstances of our life were aligned favorably? In other words, we found ourselves at a point where our living situation, our professional life, our romantic relationship, our sense of purpose and well-being, our friendships, etc. were all exactly how we wanted them to be.

Wouldn't that be something?

In truth, we have to wear play many roles in our lives and it's very rare that we would describe every area as a 10 out of 10.

I could deliver a speech before a crowd of a hundred which results in a standing ovation, but afterwards have my date flake out on me the exact same evening (yes, I speak from experience). It's very rare that everything goes perfect every single day.

No one wins 100% of the time. Even the greatest hitters in baseball only reach first base one-third of the time.

The great news is that we have power over how much the disappointments and losses in life affect us so that they don't steer us astray too far. We can create stop measures to short-circuit undesirable thoughts and emotions as they are occurring.

Third-Person Journaling

Journaling is a fantastic way to get things outside of your head. But an even better way to view the issues you face in an objective manner is to describe them in the third person.

Journaling in the third-person is an exercise to detach yourself emotionally from your own challenges and problems by projecting them onto a persona. For instance, instead of writing "I'm stressed out over this issue," or "I'm nervous about this upcoming launch," I might write: "Danny is stressed out over this issue," or "Danny is nervous about this upcoming launch."

Have you ever noticed that sometimes you have trouble coming up with appropriate solutions to your own problems, but when a friend asks you for advice, you know exactly what they should do?

This is a curious paradox, indeed. One additional benefit of third person journaling is that it distances you from a challenge so that you can give advice in much the same manner — as if you were giving advice to a friend or colleague.

Theater of the Mind

The "Theater of the Mind" is another psychological concept created by Maxwell Maltz, author of "Psycho-Cybernetics."

Maltz had a background as a cosmetic surgeon, helping patients to physically transform their entire appearance. He discovered something troubling: even though he was able to correct an ugly person's external scars, their inner scars would still remain.

In other words, his patients became physically beautiful but still saw themselves as ugly, unworthy, and unlovable.
To achieve success, you need to develop a practice that allows you to see and consider yourself as a success first. You need to be able to happily achieve, rather than feeling the need to achieve to be happy.

If you want to do great things, visualize yourself doing those things in your mind's

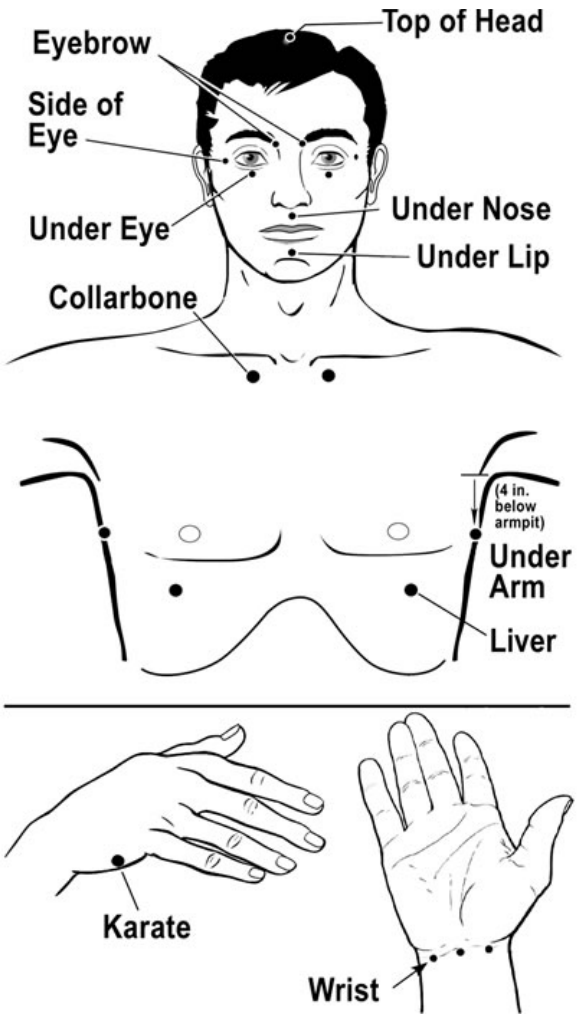
eye first, creating vivid mental images. If you want to give a great speech, notice how confidently you stand on stage, gesturing and speaking. Listen to the sound of the crowd as they roar their approval and offer you a standing ovation.

In my own personal practice, I've found absolutely essential to not only have a "theater of the mind" but also a sanctuary of the mind. A quiet place I can retreat to at any time in my mind, free from all of the cares, concerns, and people in my life. A place just for me. Access to this sanctuary allows me to confront the challenges of daily life in a sane, orderly, clear-headed manner.

Energy Release

For me, this is a relatively new technique that I've begun to experiment with this year, which has already delivered great results for me. It's called "EFT Tapping."

The purpose of EFT tapping is to release energy through acupressure points on the head and body while simultaneously citing affirmations that release negative mental and psychological energy.



Tap each of these acupressure meridians at least 5 times, verbally acknowledging the problem that is upsetting or bringing you down while reciting an affirmation of love and acceptance:

"Even though I _____, I love and accept myself completely."

Examples:

"Even though I'm stressed over this breakup, I love and accept myself completely."

"Even though I'm nervous about going onstage, I love and accept myself completely."
"Even though I'm tired and have a headache, I love and accept myself completely."

EFT tapping is somewhat unique among positive-thinking techniques in that it doesn't ignore a problem; it acknowledges its existence while still allowing the practitioner to love and accept themselves despite the problem or flaw. It's about accepting the fact that we are hurting but also accepting ourselves in spite of the pain, which opens a path to healing.

Cultivate True Excellence — Maximize Downtime

"Gentlemen, you, too, have spare time. The man who says: 'I would do such and such a great thing, if only I had time!' would do nothing if he had all the time on the calendar. There is always time—spare time—at the disposal of every human who has the energy to use it. Use it!" – Bruce Barton

The easiest way to stand out and separate yourself from the herd — to rise above the mediocre majority, claim your competitive edge, and achieve true greatness — is to capitalize upon your downtime.

Consider these facts for a moment:

1. Abraham Lincoln was a tired rail-splitter who self-educated himself by crouching over tattered books over candlelight, creating his destiny as his fellow laborers snored away — in his spare time.

2. Thomas Edison was an underpaid and overworked telegraph clerk who chased fantastic, nonsensical dreams… who famously proclaimed that he discovered 10,000 ways that didn't work. He would go on to light up the entire world — in his spare time.

3. Alexander Graham Bell was an unknown professor at an obscure university who loathed the drudgery of the days. He spent evenings and holidays tinkering on a queer device, at which his colleagues laughed. He invented the telephone — in his spare time.

4. Scott Turrow wrote eleven best-selling books which have sold more than 30 million copies **while commuting by train to his day job as an attorney** in London. Yet another

example of a person who created an empire — in his spare time.

I sold the last car that I owned more than five years ago and have been hopping around from country to country via bus, train, and plane ever since. Watching the behavior of my fellow passengers during these commutes is eye-opening (and also frustrating and mind-numbing).

Candy Crush. Pokemon Go. Senseless browsing of newsfeeds. To borrow a phrase from Tyler Durden: I saw so much potential, and saw all of it squandered.

I can only imagine how many minutes and hours I witnessed people wasting on buses, trains, airplanes and the like. I've tried to calculate in my head how many thousands of hours of combined productive potential was lost, between us, during these commutes.

Now, I work remotely from home or from coffeeshops, mind you. I can't imagine commuting every single day and wasting so much downtime in such an unproductive fashion.

Interestingly, I began to notice that when I worked from planes or subways — *I was far more productive than usual.* Perhaps the thought of an unproductive plane or train ride to another city was such a strong incentive that it motivated me more than usual. Perhaps it was the high of putting my downtime to use. Perhaps it was the fact that there was no WiFi (except hotspot when needed) or distractions.

For a time, I deliberately turned the Bangkok's Skytrain into my remote office, and wrote about the results. TLDR: it was one of the most productive periods of my life, and I often got a full day's work done before lunchtime.

Besides the standard "Maker's Schedule" work such as writing, designing, and editing projects, you can perform certain "Manager's Schedule" activities during downtime as well. For instance, one of my favorite tricks is to list out contacts in a document and then write out the emails I plan to send once I have an internet connection.

For some reason, this practice has always proven to be a more efficient way of creating the emails I need to send. My inbox is too cluttered, too distracting, and WiFi provides

too much temptation to browse around.

Now, one important distinction: when I talk about making the most of downtime, I'm suggesting practicing a regimen of **creation.** Lincoln, Edison, Bell, and Turrow were all men who **created something.** I created this book.

While any great act of creation requires a great deal of self-education, be mindful of which side of the divide you are on. Great people create, mediocre people consume. I'm not a fan of reading books or listening to podcasts during free time just for its own sake.

If you must consume information, practice what I call "firing range exploration" — know the exact nugget of wisdom you are seeking before you begin. "Free range exploration," by contrast, can sometimes be useful but is usually aimless and inefficient, leading us nowhere.

And as soon as you discover new information, implement or teach it.

And please, above all else, skip the newsfeed. Be disciplined where your downtime is concerned.

The "Fast Five" Framework for Rapid Business Growth

If you've read this far, congratulations! You have now have a ton of new marketing weapons and techniques at your disposal that you can use to grow your business. The next question you have may have is -- just where do I begin?!

In this chapter, I'm going to share with you a helpful "framework" I've developed and used regularly which can help you be very successful at marketing anything. Using this framework has allowed me to triple the size of one of my current businesses in just one year. I've found that applying a proper framework helps keep me organized, consistent, and guarantees the long-term success of my campaigns.

THE "FAST FIVE" FRAMEWORK FOR MARKETING YOUR BUSINESS

I read something interesting recently. **Elon Musk was asked in an interview "what's**

your advice for growing a business?"

Musk, a physics guy, replied that you point A (where you start), and point B (your goal). Everything and everyone involved in a project is like a "vector" that can apply a certain amount of force to move the business closer towards point B. Or these vectors can detract.

Some vectors **exert more directional force** than others.

I've marketed everything under the sun. More times than I can count I've spoken with entrepreneurs and small business owners who are trying ONE form of marketing and complaining that they aren't getting sales.

"I followed your advice and my Instagram grew by 12,000 followers. But these are not converting to sales on my website."

"I've been running Facebook ads and it was working at first but I can't scale them."

"My book got a lot of sales in the first two weeks and then nothing. Self publishing books just can't earn real money."

On and on it goes. **Yet we always see evidence to the contrary.** Standouts who thrive on every single platform and WIN BIG.

Moreover, complaining, kicking, or screaming at people for not buying doesn't accomplish anything… Though that's a topic for another time.

Second, you need to try at least FIVE things… and then be thinking about how you can multiply those things that are working by another factor of five… if you REALLY want to gain traction.

To improve our chances, and basically make it impossible to fail, I've developed a framework which I call "Furious Five" or "Fast Five."

Sometime ago I read a quote by Grant Cardone: *"The number 1 is the most uninteresting*

number of all-time. Never, ever, ever do anything just 1 time."

He is right. He continues on to say that you need to add zeroes to really be successful. What I propose is a variation based on this principle.

How will I reach 5 people?
How will I reach 25 people?
How will I reach 125 people?
How will I reach 625 people?
How will I reach 3,125 people?

Every day, in our notepads, we should write these numbers: 5, 25, 125, 625, 3,125. Here's an example of what this might look like:

• 5— Tell five friends about your product, or ask five clients for referrals.
• 25—Send 25 direct messages on Facebook to targeted group members (and then automate it with MassPlanner). Or email a list of 25 people using Streak.
• 125—Email a buyer list of 150 people. Or email 125 LinkedIn contacts using Streak.
• 625—Publish a post in a dozen Facebook groups. Or post to subreddits.
• 3,125—Email your newsletter. If you don't have one, ask other people to mail to their newsletter and offer to split commissions.

This is what you do on a Monday. On Tuesday, you may add a new batch of ideas to this framework. You can also repeat the ones that work.

The reason I love to start with the small number five is because these tend to be friends / acquaintances who are generally supportive, and these interactions give us confidence and positive energy to springboard off of and market to more people.

The next step is to simply execute. Perhaps the best productivity hack of all is to stop thinking about WHAT to do, and just do. Having to make too many decisions saps us of willpower.

Why is this framework effective?

• Because having this framework in place prevents us from scattering our focus all over the place. It eliminates the "shiny object syndrome." It frees up from having to make too many decisions; we just execute the plan every single day.
• Because you never know which audiences or which efforts will perform best… until you test out all of them.
• Because some activities are good for SALES and others are good for AWARENESS. For example, Facebook group posts are amazing for getting a lot link clicks in a very short time but not so great for conversions. I use Google URL shortener on my links and track everything inside a spreadsheet.
• Because it has built-in (realistic) expectations and goals from each effort.
• Because people will often ignore our offers the first time. This helps us push past that and hit the market from multiple angles. Not every promotion we post will reach everyone, and sometimes people need to see a product or service SEVERAL times before they are ready to sign up.
• Because it's impossible to win a race standing still. But if you push enough and start to gain some momentum, soon that momentum becomes a SURGE. A surge that is very hard to stop.

In the past, I've advised people to create things like a "Marketing Monday" that they devote only to marketing activities. In my book "Hack Email" I suggest performing a minimum requirement of 10 email outreach pitches per day.

But these are only baby steps. If you really want to grow your business to be seriously profitable, you should be marketing 24/7/365. **Marketing is the most important business activity where growth is concerned.**

As you apply these initiatives, keep these core metrics of growth in mind: increase the number of prospects, leads, clients, increase profit per transaction, increase lifetime value of each client, increase referral rate (aka viral coefficient), increase purchase frequency, and so on.

As you do so, let this framework be your guide and help you organize and direct your marketing efforts in a simple, hassle-free way.

BUILD THE ULTIMATE FREEDOM BUSINESS

Laying of Plans

Note: this is a free bonus chapter from my previous best-selling book, "Buy Your Own Island: The Ultimate Guide to Breaking Free and Making Your Dreams Reality" about some simple "rules" to create a business that liberates you, and how to avoid creating a business that ensnares you. After reading this chapter you'll have an idea about how to go about creating the type of business you'll want to have in the first place!

Browse the business section of any book store. There is an over-abundance of books out there on business, marketing, leadership, and startups. It's easy to get lost in them.

When I started my first business I taught myself to speed read, and became a tenacious demon, devouring tomes on business, startups, marketing, sales, and so on. For three years while starting out my first company, a digital advertising firm, I was reading on average 2-3 books a week. I would listen to marketing podcasts while working out.

In addition, I've shelled out multiple thousands on online programs and courses to learn business and marketing strategies for the internet age (I don't care to tell the actual number of dollars I've spent). Everything from how to set up an internet business, to e-commerce, to marketing through e-mail and search engine optimization. And everything in between. Of all business activities, about 80% of my time in the early days was spent on learning.

What I found was that a lot of the advice out there - while great - often wasn't applicable to my situation. For example, Jim Collins has written highly-lauded books such as "Good to Great" which explains how good corporations become great ones. Some concepts, like the "mirror and the window" ethic of great CEOs are nice to know, but very little in the book could be directly applied to my business. I'm just one guy working from home in

shorts and vibrams with no employees.

My dad gave me the book "Rich Dad, Poor Dad" when I was 18. It was a great read, but at that point in my life, it was just a read. It fired me up, but I wasn't ready to implement anything from it at that point in my life. Even the example muse businesses provided by the "4 Hour WorkWeek" - such as the French T-Shirt company, provided very little information that I could apply to my own specific muse business.

Why This Book is Different

This section of the book is highly relevant to those who wish to construct a mobile location-independent business or a virtual company that supports their ideal lifestyle. One that provides them both substantial income and freedom. I've experimented with a hundred different ways to perform every aspect of business: from sales, to marketing, to managing contractors and clients. When I find something good I implement it, and if it works very well, it's kept. Anything that doesn't is discarded. I'm not going to bog you down with a whole bunch of business theories; only things you can take and apply immediately in your own business.

I made the journey from a confused, lost and lonely 23 year-old college graduate to location independent and financially independent boss. My business has given me complete freedom of time and location. I've had substantial passive income deposited automatically into my bank account to fund adventures all around the world; where I was or what I was doing was irrelevant. This didn't happen by accident. It was the location-independent business model I developed that made all of my dreams reality. And I've helped several friends start their own successful online and freelance businesses.

Now I want to take you behind the scenes and share with you the blueprint that makes it all possible.

The methods shared here are the product of dozens of interviews I've conducted with successful location-independent entrepreneurs. I've picked their brains to discover commonalities for success and the best business secrets. I've talked to hundreds of entrepreneurs and freelancers to understand what they feel the biggest challenges and

opportunities are.

These represent a culmination of the best methods, processes, and strategies for building a economically viable business in today's digital market that will realistically sustain your ideal lifestyle. Some of these ideas and techniques are actually counter-intuitive. You wouldn't think that they work, but they do. My only criteria is that something is **effective.** If it works and its useful to help us reach our business and personal goals, then it's kept. Within all of the haystacks of business advice that one could sort through, I've discovered and cherry-picked the best methods.

I know I have to prove myself to you, too.

I'm not the greatest entrepreneur in the world nor am I an academic expert delving deep into the topic of entrepreneurship. I'm not on any Forbes' list of Most Promising CEOS. I'm living an extraordinary lifestyle, but I'm just an ordinary guy - and that's the point. These are simple strategies and techniques that work for the average person; all you have to do is apply them. So if you want to learn how to build your dream business and lifestyle, then read on. I'm not going to bog you down with abstract and impractical concepts. In these pages you'll find nothing but practical and applicable strategies to build a business that allows you live on your own terms.

CHOOSE YOUR OWN ADVENTURE

It is impossible for me to know where you are now, where you want to go, or what your goals are. If you're reading this, I can assume that you are interested in starting your own business. Perhaps you're unhappy with your current job and lifestyle and are looking to leave your job and make money doing what you love.

Where do you start?

Your path will be unique to you. My path is just one path, as are those of all the individuals I've featured in this book. It's pointless to compare yourself to others, because everyone takes different paths to success. But you can and should learn from them so as to become the best version of yourself.

Here are several options available to you, each based on paths my friends have taken:

1. *Develop a solution to a problem that you yourself experience.*
My friend Andrew struggled with girls in college. He was fed up with losing girls that he liked and set out to find a solution, taking notes on what worked and what didn't.

In time, he began to see results. His friends were struggling also and started approaching him for advice. It turns out others who were having similar problems were willing to pay for a solution. He had all the makings of his first e-book, which he dubbed "Men's Book of Knowledge." Two years later his podcast "Knowledge for Men" nabbed the #1 spot for New and Noteworthy, receiving 70,000 downloads in its first five weeks.

2. *Identify a mission or purpose that you feel strongly about and develop the business around it.*
My friend Ryan arrived in NYC with $700 and a plastic bag full of clothes. He took on stunts as a stock broker, then a realtor, but felt his "dharma" was out of alignment. He realized what he really wanted to do was to help make his friends' dreams come true.

Ryan created "PureHouse" to bring creative individuals together with the vision of using creativity and innovation in the interest of promoting common good. Through housing initiatives, he created his own collaborative incubator. Many people are now using Airbnb to rent out space, but Ryan has differentiated his activities and appeals to a unique niche. He takes his overall mission and purpose and uses it to differentiate his business in a crowded market (housing). As the saying goes: *if you stand for something, you'll never stand alone.*

3. *Pick a small niche that you can dominate and move product through outbound advertising.*
Outbound advertising is "interruption marketing" - commercials, pay-per-click ads, etc. This was the strategy of the french sailor shirt example used by Sherwood in the "4 Hour Workweek."

My friend Jeff wanted to create a product but didn't know what. He didn't want to enter a large niche where the competition could blow him out, but also didn't want to choose a niche that was so small that he would struggle to scrape by. The answer? Boutique

garden gnomes. Silly? Sure. But through the sales of his gnomes he's built a very comfortable lifestyle for himself, with enough money and time freedom to travel where he likes and do whatever he wants.

4. *Pick a large niche, stay lean, build a superior product, and build brand loyalty through inbound marketing.*
Features of inbound marketing include social media, blogging, and emphasize relationship building, creating engaging content, and building a brand. When the market is huge, and you sell a recurring product, brand loyalty is key.

My friend Lars entered the enormous supplement market and created a superior quality testosterone boosting product. The biggest factor in his product's success came through free marketing tactics on Facebook. Targeting leaders within the large fitness and nutrition niche, he built personal relationships with other fan page owners, and assembled a huge following of customers in a large niche through social media.

5. *Freelance.*
Freelancing is not for everyone. You will often not know where the next paycheck is coming from. You'll wonder how to price your services. You may take on clients and jobs that you don't like. But freelancing is also one of the best ways to generate "active income" and earn a profit from day one.

You must be a master of building business relationships, and carefully cultivate a personal brand. If you don't absolutely love to deal with people, then this approach is not for you. But if you've got the charisma and the energy to survive as a freelancer then you could do very well.

My friend Tim is the consummate freelance professional. He's the best I've seen at what he does. He's built a highly lucrative freelance career in a very short time, and lives a lifestyle that turns the rest of us green with envy. He's also a master at marketing and the art of self-promotion, so I asked him to share his strategies and techniques for this book.

6. *Take the "No-Half Measures" approach.*
For those with a flair for audacity, perhaps spiked with a twinge of insanity. I named

this one for my friend Johnny. Coming from a poor single-parent family in Ireland, Johnny wanted to build a better life by any means necessary. After getting a degree in finance, he decided he wanted to take a year off to travel. Raising $3,000 by participating in medical experiments, Johnny bought a one-way ticket to Thailand and decided he wanted to travel forever. He was willing to do whatever it would take to reconcile his twin desires of travel and making money.

It took years, and there were many detours and much trial and error. But his blog changed his life, and Johnny made his dream a reality. He has traveled to over 100 countries by the age of 30 and is earning more money than he knows what to do with. Thanks to his travel blog, he receives free stays in five-star resorts around the world, from the Maldives to Malta. He's also purchasing his own properties throughout Asia and Europe.

No half-measures. Commit to moving heaven and earth to make it happen, and eventually the world says "Alright, we'll let you have your way."

7. Go niche and create high-price information products.
The marriage of information products (ebooks, membership training websites, podcasts, etc) and niche targeting is a match made in heaven. At a time when many digital books are selling for 99 cents on Amazon (or given away for free), my friend Steve is selling e-books to a specific niche for $300 per unit. Information products targeted to large corporations with a ticket price of $25,000 are not all that uncommon either. People within specific, well-defined niches are willing to pay high prices for products that will do the best at delivering the result they want.

At the same time, production costs are virtually zero - digitally delivered information products cost nothing to reproduce. There is one caveat - from online keyword research to driving traffic to your website to conversion optimization - your degree of success via this route is directly tied to your marketing savvy.

8. Become a small business consultant.
My friend Kevin has taught over 10,000 students how to succeed as a consultant offering marketing services to local businesses. The beauty of his model is that it requires very little capital or know-how to get started. By simply doing a little networking, you can

pick up your first clients, collect a paycheck, and outsource most of the work.

I owe Kevin a personal "thanks" for something he taught me three years ago: you only need a handful of clients to earn a full-time income. When I heard this, I stopped wasting time with low value clients and leads, and focused on providing more value to the three or four most profitable ones. I built up these relationships, dramatically cut down my work hours by ending the pursuit of new leads, and booked a one-way ticket to Buenos Aires.

All of these entrepreneurs - and the specific strategies and techniques they use - are covered in greater detail in Part 4 of this book.

These are just a few examples of paths you can take. Most of these entrepreneurs are making revenues of multiple five figures a month, some are making four. All that matters is that each earns enough to enable their ideal lifestyle. They're all fully-fledged lifestyle designers with the freedom and options to live life on their own terms.

Each of these businesses were bootstrapped (started with the entrepreneur's own money); some for less than $50. I'm not against borrowing money to fund creation of a product - but strongly feel that first-time entrepreneurs should not borrow, at least until they have some experience with both winning and losing under their belt.

For a "lifestyle business," it's important that you don't borrow money from professional investors dependent on you to turn their investment into 20 times what they gave you. A scenario where you have to take $10,000 that you borrowed and turn it into $200,000 will cripple your efforts at freedom before they begin, and the only potential exit is to sell the company in the distant future.

That's not the type of business that we're trying to create. If you need to borrow capital to fund a physical product, or an app, turn first to friends and family. Consider "crowd funding" with a website such as Kickstarter (kickstarter.com), or taking on a well-heeled partner with industry experience who can fund you. You could also license the idea to a large company while you collect paychecks, as outlined in Stephen Key's book "One Simple Idea."

THE COMPANY WE KEEP

Joe Polish is a business and marketing consultant who helps business owners go from being trapped in their business to being liberated by it. In his words, it's about creating a business that's "E.L.F" - Easy, Lucrative, and Fun - not one that's "H.A.L.F." - Hard, Annoying, Lame, and Frustrating.

A fully-functioning, location-independent business that supports your ideal lifestyle should be the first type - easy, lucrative, and fun. In the context of our location-independent business model, we want to form a business with aspects of the former and few or none of the latter.

CHARACTERISTICS OF AN E.L.F. BUSINESS - A BUSINESS THAT LIBERATES

- You wake up excited to get to work each day. People you talk to are excited about your business, too, and want to support you.
- You have a vision and/or mission for the company that transcends your own need to make money.
- You have set a few high, reachable, and meaningful goals, and each day make significant progress towards realizing them.
- You have uniquely positioned your company in a way that makes competition irrelevant. Or your competitors become joint-venture partners.
- You develop highly-effective systems to put in place and get the right people to manage them.
- You're able to easily attract talented team members and partners.

CHARACTERISTICS OF A H.A.L.F. BUSINESS - A BUSINESS THAT ENSNARES

- You are overwhelmed.
- You spend your time putting out fires.
- You feel embarrassed to tell people what you do.
- You have to use motivational tricks to get yourself to start working.
- You struggle to attract talented people to your team or retain clientele.
- Your business or product is not unique, but just another commodity.
- You waste way too much time trying to woo new prospects and customers. You chase

after unqualified leads. You go to lots of networking events and hand out business cards but nothing ever comes of it.
- You lose bids and proposals to competitors. You loathe your competition for X or Y reason (for undercutting you, charging rip off fees, trying to take your clients, performing low quality work that hurts the industry, and so on).
- You feel trapped by your business. You work 80 hours a week and wish you could work less, but don't know how. You want to earn more money, but don't know how to do that either.

E.L.F. VS. H.A.L.F. IN ACTION: A CAUTIONARY TALE

Siegfried and Roy were two of Las Vegas' most famed entertainers, creating the most-visited show in Vegas. For 13 years, they worked night in and night out, dazzling international at audiences the Mirage Resort and Casino with their performances involving white tigers and white lions.

Unfortunately for the pair, the run came to a tragic end when Roy was critically injured from a tiger bite in 2003 and rushed to a trauma center. The injury forced The Mirage to close the show, and 267 cast and crew members were laid off.

Meanwhile, at the same time Siegfried and Roy were performing with tigers, another popular performance group was appearing just across the street. They were a trio called the Blue Man Group. And they had a secret which allowed them to make a great deal of money while working far less than other Vegas entertainers.

What was it? The three original "blue men" set up their performance in a way that allowed them to replace themselves. They created a brand instead of using their personal names, and concealed their identities by covering their faces and bodies with blue paint. The guys who invented the group created a team of over thirty entertainers who could step in and perform in their place whenever they wanted them to. The three original blue men could go on vacation, or do as they like.

We can learn a lot from the Blue Man Group. The idea is clear: If we set up our businesses so that they aren't dependent on us, we'll be a lot better off down the road when it comes time to lessen our workload. We want to set up our business in a way that

doesn't require us to work day in and day out for 13 years until a tragic accident cuts our career short. Certainly most of us aren't going to get mauled by any wild animals, but there is a great danger in making your business focused on you. For our purposes, we want to set up a business that will allow us to "replace ourselves" and still earn enough money to live as we like.

No one questions the talent or impact of Siegfried and Roy. They literally gave everything to their career and put smiles on the faces of millions. But the question I pose is this: would you rather set up an E.L.F. business like the Blue Man Group or a H.A.L.F. one like Siegfried and Roy?

RULES OF HIGHLY-EFFECTIVE "LIFESTYLE ENTREPRENEURS"

I have a few rules which I feel are vital for success as a location-independent entrepreneur. Entrepreneurs come in all shapes, sizes, and personalities. Leadership and management styles vary. But I believe that these rules provide the most leverage for creating the type of business that we want.

EMBRACE SIMPLICITY.

"A scientific theory should be as simple as possible, but no simpler."
-Albert Einstein

Keep things simple. In many cases, good enough is enough. You will often feel that another person cannot accomplish a task as well as you yourself could. Yet if the task is tedious and time-consuming (but not vital), then you need to have the discipline to let go of the reins.

Free Range Exploration vs. Firing Range Exploration
Simplicity is also about controlling the flow of information that enters into your brain - your "input" so that you can produce effective "output." Don't read the news or watch it on television. Don't read a bunch of business books just for the sake of learning about business - this is not an effective control over input. This will only overwhelm you and stifle your ability to take the massive action needed to grow a business - and it consumes valuable time. Consulting a business book when you have an time-sensitive and specific

task to complete - is an effective control of input. Remember that information that enters your brain but is not acted upon is wasted. It becomes disposed into the grey ether of your cerebral cortex, never to return.

When you require information on a topic but are lacking, practice what's called "firing-range exploration." Know the specific information that you need to find before you seek it. Specify the exact problem that needs to be solved, then consult books and other resources to find the correct answer.

At the same time, minimize the practice of "free-range exploration," such as aimless reading of blogs and books and other inputs that aren't directly relevant to your priorities. Close up all those open browser tabs if they aren't relevant to what you're working on. They consume valuable RAM on your computer and in your brain, too.

One Simple Exercise to Get you Thinking Differently

Here's a simple technique I've created for developing the habit of "firing-range exploration." Take a stack of business and advertising books and put them on a table. Read the title, back cover, inner flaps, and table of contents. Thumb through the pages very quickly and study any highlighted content: items in bold, pictures, diagrams, etc. so you can a general idea of the contents of the book.

Now take a Post-It note and attach it to the cover. In one-sentence, write what the book is about. Then below that, write down 2 or 3 ***specific*** things, based upon your quick scan, that you want to take from the book. Then use the table of contents to find those specific things in the book, and you're done. Practice this simple exercise from time to time and you'll soon become an expert at quickly finding the information you need in a world that's inundated with too much information.

The Lazy Programmer

Create templates or borrow them from elsewhere and use them. If something is good, don't reinvent the wheel. Repurpose and reuse it. Take the simplest path to get the job done. Don't waste time and resources to build things from scratch.

The concept of the ***lazy programmer*** is this: complete the task by writing the minimum amount of code that satisfies requirements and passes all tests. Right now,

programmers around the world are embracing this philosophy. A powerful "open-source" movement is happening online where programmers are piggybacking off of each other's work to create powerful web experiences - and making the web more accessible to everyone. This is a very good thing. WordPress, an open-sourced web publishing platform, has brought powerful web features that were previously only accessible to corporations with large budgets and high technical expertise. Lazy programmer concept in action.

If you need a website, use themeforest.net to start with a theme. If you need to create business cards, go to graphicriver.net and buy a professional layout for five dollars. If you receive the same questions often, create an FAQ. If you send similar types of emails often, create templates for your e-mails and customize for the recipient.

Robert Greene, in "48 Laws of Power," puts it perfectly: "Use the wisdom, knowledge, and legwork of other people to further your own cause. Not only will such assistance save you valuable time and energy, it will give you a godlike aura of efficiency and speed… Never do yourself what others can do for you."

A "godlike aura of efficiency and speed" is vital for lifestyle designers to thrive and prosper.

RESULTS MATTER. EVERYTHING ELSE MATTERS LITTLE.

"There are in Europe many good generals,
but they see too many things at once."
- Napoleon

Focus **only** on what's most effective at delivering results. This may seem obvious, but its easy to forget when you're caught up in the grind of running a business. It is so easy to become completely overwhelmed - but only because we ***allow*** ourselves to.

The real reason why this happens? We fail to prioritize. We concentrate so hard on building our career at the expense of getting where we sought to be in the first place (if we had such a goal). The means somehow become the end. Rather than completing something meaningful, we leave it open ended because we become addicted to the

struggle. We get caught up in the forest and never find our way out.

Don't let this happen to you. Life is too short.

Michael Phelps, the most-decorated Olympian of all time, has only one job: win gold medals. Michael Jackson, when he was alive, had one purpose: create hit records. Tiger Woods became a superstar athlete because he reached the tee to the green in the fewest amount of strokes, and did so better than anyone else. None of these individuals are what you would call "balanced." Phelps' mother, Debbie, said that Michael has always had a terrible case of hyperactive attention deficit disorder: in the classroom, "he couldn't focus on anything," she says.

Again, results are all that matters.

You may find yourself emotionally attached to something that is costing you dearly. People often lose a lot of money when they gamble or invest in stocks because they let emotions override common sense. Sadly, I speak from personal experience. I started my advertising business with a career goal to devote my entire life to becoming the one of the most knowledgable and effective professionals in the advertising field. I read every book out there, and hoarded information thinking that if I just kept learning, success would come.

While my thirst to be the most knowledgable in my field was admirable, my business (and life) suffered dearly as a result. It was like going to a buffet trying to eat everything instead of stopping once you are full. My goal was too abstract and I didn't begin with a specific end result in mind. The experience did, however, give me full respect for the concept of "Minimum Effective Dose" - the smallest input needed to produce a desired outcome. For example, if you want to boil water, then increasing the temperature above 212 degrees will just waste resources yet not produce a better result. Once it's boiling, it's boiling. Focus on the minimum amount of work to get the best results and no more. If something works, keep doing it. Don't try to do everything at once.

If you begin with a clearly defined desired outcome from the start, you can then reverse engineer backwards in order to make it possible. If you find and hire a truly great business coach, this is what they will do: ask where you want to be, and then help you

reverse engineer from there the steps that need to make it happen.

Josh Waitzkin, star of the book "In Search of Bobby Fisher," became a "chess prodigy" as a child. A master of "blitz chess," he could easily play - and win - "simuls" matches where he competed with up to 50 players simultaneously. How did a child become so much better than adult players? By reverse engineering from the end. His first teacher, Bruce Pandolfini cleared off the entire chess board during their first lesson except for three pieces: two kings and one pawn. First, he had to know the endgame: how to checkmate the king - and work backwards from there.

The real question is: how will YOU checkmate the market and win in your business? Focus on the endgame and work backwards from there.

Christopher Howard, author of "Turning Your Passions Into Profit," says to clearly imagine yourself at the end step, which he calls "strategic visioning." Imagine the ***experience*** of that end step, how you feel, and all the sights and sounds occurring in that moment. Let's say, for instance, that as a child you desired to be an astronaut. You probably imagined the feeling of weightlessness while floating around in space, looking down upon the lights of the earth's surface below. Imagine how you will feel once you successfully attained the result you seek, and believe in your ability to get there.

VELOCITY OF IMPLEMENTATION

"Even if you're on the right track,
you'll get run over if you just sit there." - Will Rogers

You can't start a fire by rubbing two sticks together ***s-l-o-o-o-o-w-l-y....***

Embracing simplicity and effectiveness is not enough; we must move to quickly implement. The faster we execute, the greater our chances to reach our goals.

Ideas are commonplace; execution is rare. There is no one path to success, and everyone's path is different. Yet speed of implementation is one of the common characteristics that separates highly effective doers from dreamers. To effectively design our lives we must get things done in the present, not develop the habit of deferring

things to the future.

THE EASY WAY IS THE HARD WAY

You will not be able to ***create*** a successful business that supports your ideal lifestyle by working a few hours a week. If you work hard to build a solid foundation, apply effective principles of management, and build your company so that it liberates you rather than traps you, then you can build it up to the point where it requires a minimal degree of ***management*** to operate.

I spent a year and half traveling over three continents while working about 10 hours a week (about two hours a day, on average). It was because I worked my butt to get that point, and had assembled all of the necessary pieces in place. I worked to build rock-solid relationships with highly valuable clients, I put the running of operations in good hands of people I trusted, and created processes that optimized all aspects of the business. The two hours that I spent working each day were highly focused, performing high leverage tasks. I was working **on** my business, rather than **in** it. I had created my "High Leverage Performance Chart" (as described in the Productivity chapter), and knew exactly how to align my strengths with the highest priority business activities.

I tell you all of this to drive the point home. The name of the game is not to create some business that you don't care about and let Indian VA's run it for you. When you start any business, you should be willing to devote at least 5 years of your life to it. If you create a half-assed company, you will get half-assed results. By the same token, if you create your business solely to pursue your own interests, you will face an uphill struggle.

If you are lucky, you might get some results at first, but if the foundation is flimsy it simply cannot last. Pretty soon you will need to come up with something else. In the long run, you are never truly free. The easy path turns out to be the most difficult.

I've consulted with several people who have tried to start a business, and a few months later they haven't made enough money. They decided that the business was a bad idea so they began a new one. A few more months pass and they are back in the same place. Nothing's happened.

The more effort you put into your business, the more freedom it will reward you with, so put in the effort to create a business you can be proud of. Think about how you can serve the world and its interests, not just your own. Create something that you would be thrilled to work 80-hours a week on, if necessary. Commit to it for the long-haul. If you plan to start a blog, for example, don't do it just so you can replace your job. Do it because you love writing. It will prove to be far more rewarding.

VALIDATE YOUR IDEAS

It's great to tell people to follow their passion and do what they love. But here's the million dollar question: Can you make money doing it? Or rather, will people pay you for it?

The answer is 100% yes, but only if the answer to this question is yes: ***Is your idea any good?*** Does it have commercial value? Before you find your first 3 million customers, or your first 300 - find your first three. Before you create a product, before you jump on social media, before you set up a website.

What we don't want is to get married to an idea if it's not a particularly good one. In advertising there's a famous saying by David Ogilvy: "Unless your advertising is built upon a BIG idea, it will pass like a ship in the night." The same principle is true when you start your business - if it's is not built on a big idea, it will pass like a ship in the night. Too many people waste 10 or 20 years building a business around an idea that wasn't very good in the first place. And so they struggle. They work long hours for many years but the business never really grows beyond themselves. It's a very sad place to be.

When I started my career I joined a "business referral group," where at least half of the members were over 50. Instead of retiring they had to attend these meetings at 7 AM each Thursday so that the lights in their businesses would stay on. They were overworked and burnt out, but dependent on these personal referrals because they didn't have any good marketing systems in place. H.A.L.F. business in action? ***Most definitely!***

Recently I had an idea which I thought was brilliant. It was an idea for a physical product that could combine two other products in a unique way. It was a product that

I myself would love to have. I told the guys in my mastermind group about it. I asked a dozen acquaintances who fit the ideal target market: would you be willing to spend $50 on this? The answer was a resounding yes, and a few people told me that they couldn't believe that no one was already doing it. They also suggested friends of theirs who would buy them too. Now I'm toying with the notion of licensing the idea to an established company while collecting royalty checks from the beach in Bali. Anything is possible.

In that last paragraph I just suggested two outlets for validating your business ideas - start by asking friends and acquaintances who fit the market that the product would be created for. And as soon as you can, create a mastermind group and invite the smartest and most ambitious people you know to join. These masterminds will prove an invaluable breeding ground for business ideas.

There are many other outlets for testing the viability of your idea. Google is a great place to start research. Are there existing companies in the market? What is their price point? Check their websites, and try to get information on their customers: what market do they serve? Can you create a similar product and cater it to a different niche?

There's a common saying marketers throw around that goes like this: "Keep the back-end generic, and ***niche*** the front-end." What that means is you can take the same product and tailor the marketing and packaging to different niches, thereby (in essence) creating a new product. Marketing author Dan Kennedy offers us the example of dogs. Rather than create a general product aimed at all dogs, create specialized ones catering only to certain breeds of dogs. Those niche products will be far more valuable in the eyes of dog owners.

Another way to research is to use Google Adword's free "Keyword Planner" to see what people are searching for. This will give you an idea whether a market of potential customers exists. Other great websites to perform research include Quora (quora.com) and Yahoo! Answers (answers.yahoo.com). You can enter a keyword or select a topic, and browse questions that people are asking. If, for example, you wanted to create an e-book teaching an awesome new diet you've developed where you lose weight by eating only blueberries and cashews, you could start browsing common "diet" and "nutrition" topics on Yahoo! Answers. This is one easy way to come face to face with your prospects without spending a dime: these are people facing problems you could solve.

If you're selling a product to a business niche (which is VERY profitable), a great resource is LinkedIn Groups. When I created my WordPress Design Institute, a membership training website, I was targeting graphic and web designers who wanted to learn WordPress, which was a very hot skill at the time. I first created a discussion on the AIGA group, with membership of over 80,000 graphic designers. I asked several questions, such as:

What's your biggest frustration with Wordpress? What have you tried so far that hasn't worked for you? What would you be willing to do to learn a skill like Wordpress: buy a book, take an online course, go back to school, etc? If you could have one question answered about Wordpress what would it be?

Just that one post alone garnered over 40 in-depth responses from my target audience, which allowed me to: confirm market demand, craft the course curriculum, and create a much better product than if I hadn't performed that simple bit of research first. It took me five minutes and cost nothing.

Idea Extraction

This process is called "Idea Extraction," where you go out and ask potential customers what they want so that you can create a winning product for them. Dane Maxwell, founder of "The Foundation" teaches a wonderful and comprehensive course on Idea Extraction. If you visit the website Mixergy (mixergy.com) you can hear Dane performing Idea Extraction with the owner of a pool cleaning company. Within 45 minutes, the pool guy is telling Dane that he would happily pay $500 a month for a software solution to one of the problems they've identified on the call. The solution turned out to be something pretty simple that could be built in a matter of weeks, which would also be of interest to hundreds of other pool cleaning companies across the country.

In a nutshell, Dane's process goes a little like this: pick a niche, arrange phone interviews with top professionals in that niche, figure out what problems they have that can be solved, and then pick one pain that many seem to be experiencing that you can develop a solution for.

Once you've got the idea, you then go and "pre-sell" it to these professionals in order to validate the commerciality of the idea, create a minimal viable product, launch, and then scale up.

RISKS AND PITFALLS

"Tenacity is probably the most important attribute in an entrepreneur. It's the person who never gives up – who never accepts "no" for an answer. The world is filled with doubters who say that things can't be done and then pronounce after the fact that they 'knew it all along.'" -Mark Suster

Starting your own business is the ultimate vehicle to freedom. Whatever you want to have or do in life, creating a profitable business is most likely the best way to get it.

But to truly succeed as an entrepreneur will require you to have a firm, unwavering commitment. No matter how long it takes, regardless of what insurmountable obstacles you face. You have to be tenacious.

We fall down so we can learn to pick ourselves back up. And you will fall down again and again and must pick yourself up again and again. You must have something deep inside of you that's driving you onward. Goals become impotent over time but your mission and purpose stay.

Whenever you take the next step to do something new and different, you're going to have to shed layers of your old life. There's no getting around that. Sometimes this is going to come in the way of friends, acquaintances, and coworkers. I'm often very paranoid about who I tell whenever I have some big idea for a new direction I want to take for fear that people will come out and try to discourage me. My father invented the graphite golf shaft and founded the successful company ***Aldila.*** The company was very successful, and employs over 1,400 people today.

But way back in 1972 when he had his idea, many people told him it wouldn't work. The cost of his graphite shaft was $40 per unit, while the cost of a steel shaft was only $1. What the naysayers didn't realize was that the average golfer would happily shell out an

extra $40 for a lighter shaft that would add 15 yards to their drive. Jim Flood went on to have enormous success with the graphite shaft and several other of his creations, and became known in golf circles as the “Thomas Edison of modern golf.”

The naysayers will tell you: “Don’t take risks. Be happy with what you have. The timing is not good. Save your money. Wait out the bad economy.”

These thoughts are poison, and you must safeguard yourself against them. Discouragement can kill a great idea as sure as sunlight kills vampires. A true entrepreneur possesses a “reality distortion field” so that they see things as better than they are. Be realistic, but cautiously optimistic. Look at things - and people - for their potential. And remember that every challenge carries with it the seed of great opportunity.

Whether you like it or not, starting a business becomes your lifestyle. You will gravitate to other entrepreneurs and may find it hard to be friends with people who aren’t entrepreneurs. Those close to you will view you as an anomaly because they don’t understand. They can’t understand if they haven’t become an entrepreneurs themselves. Once you attain the entrepreneurial drive it can be very difficult to “turn it off.” You may struggle to sleep many nights.

But in spite of the risks and costs - it’s so worth it.